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COFFEE & TEA INDUSTRIES

and The Flavor Field

76th YEAR

JULY 1953

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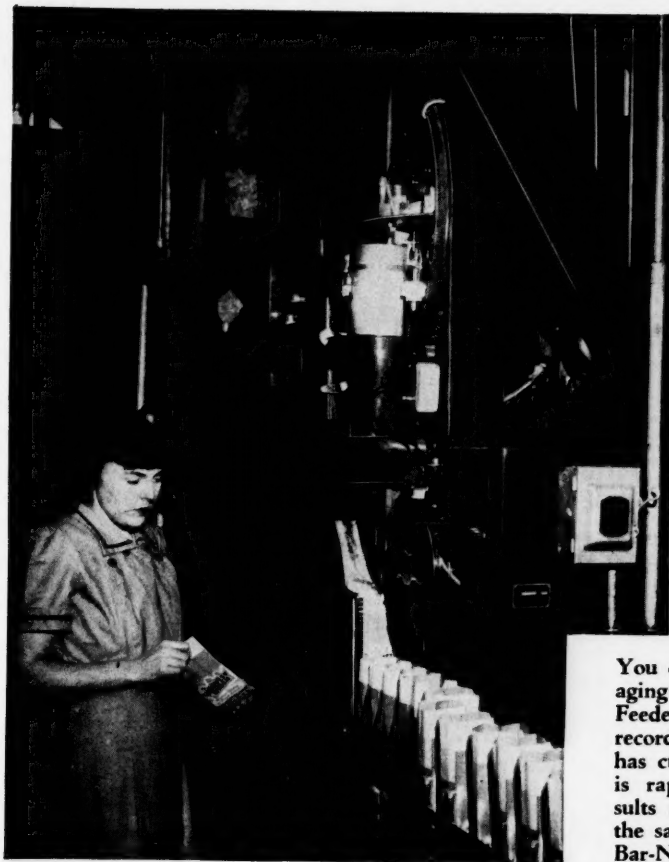
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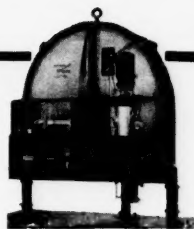
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JULY, 1953

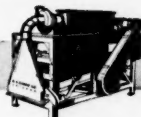
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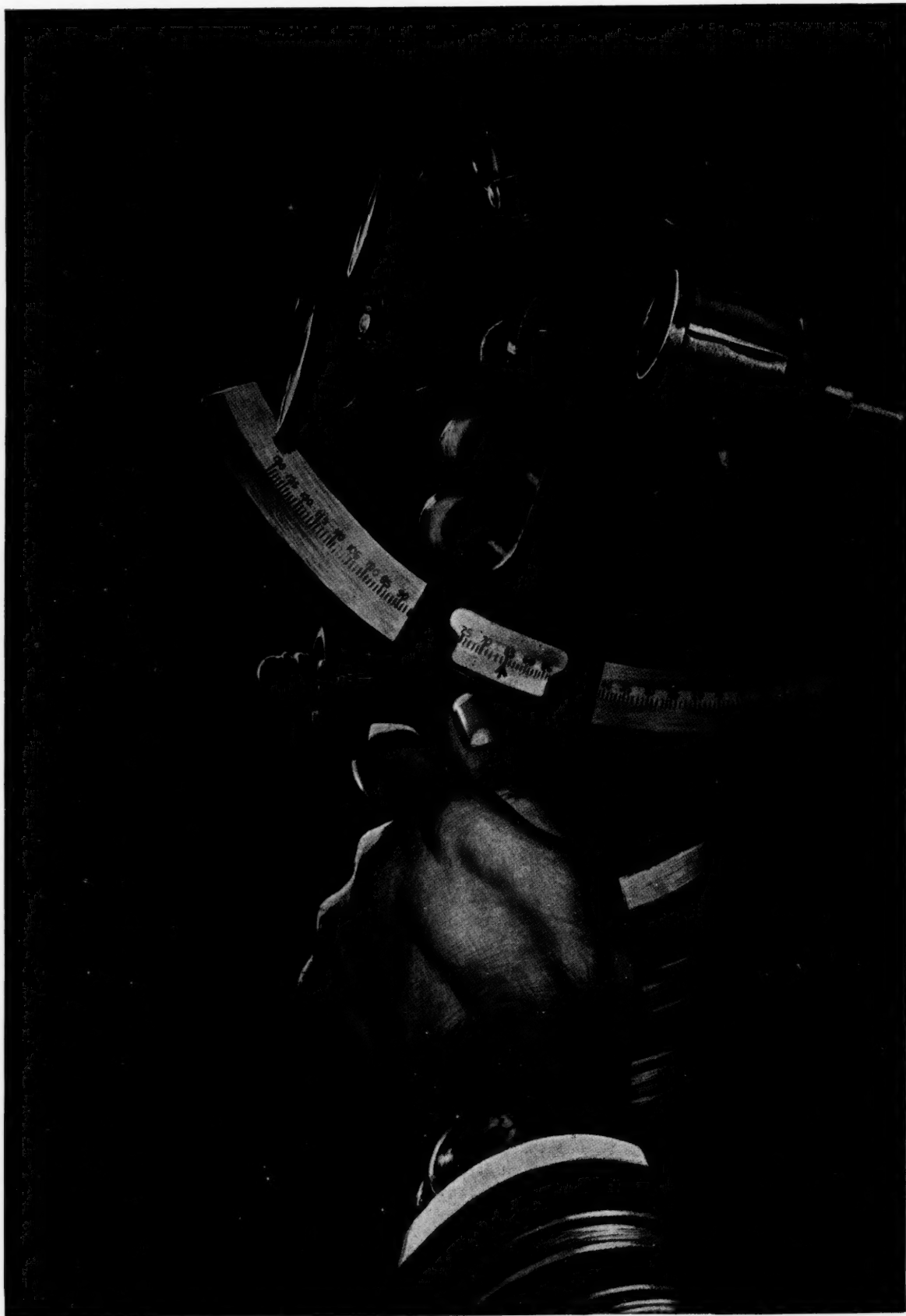
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P. A. C. B. NEWS

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Coffee-Stops Reduce Traffic Accidents

Coffee-Break May Prevent Crack-up

Coffee-Stops Save Lives

Coffee-Stops Add to Safety

a public service that sells coffee

The above headlines are only a few of the hundreds which have been appearing in newspapers throughout the country during the past year.

This is a result of the Pan-American Coffee Bureau's promotional campaign to make more people conscious of how coffee can help prevent a traffic tragedy.

The idea that a "Coffee-Stop" aids safety has a sound basis in fact. A top motor vehicle official recently pointed out the need for frequent coffee stops, by citing figures compiled by the New York University Safety Center. The Center survey found that in rural areas drivers must make 20 decisions per hour — some of them instantaneous — and in city areas 50 decisions per hour.

The official then suggested that frequent rest stops — like the "Coffee-breaks" taken during working hours in business and industry — would be a step toward the reduction of highway accidents.

Other safety officials have concurred with this idea. In recent road tests a group of government drivers was instructed to take ten minute "Coffee-Stops" every two hours. The result was a record-breaking drop in the "normal" traffic accident rate.

new "Coffee-Stop" ad

To make more motorists conscious of the benefits of stopping for coffee, the Bureau is running a full page, four-color "Coffee-Stop" advertisement in *Life* and *The Saturday Evening Post* during the vacation season. This advertisement tells the public how stopping for coffee combats drowsiness and fatigue, enables them to drive better and safer.

The Bureau is also distributing a steady flow of publicity releases which lead to headlines like the above. Promotion such as this creates good will for the entire coffee industry and *sells more coffee* for all brands.

The growing public acceptance of the "Coffee-Stop" offers an excellent opportunity to roasters selling to the restaurant trade. They can expand their volume by urging the promotion of the "Coffee-Stop" in individual restaurants along busy roads and highways.

You can add to this great public service and industry promotion by urging in *your* advertising that drivers make frequent "Coffee-Stops" during the vacation season.

Sincerely,

Chas. G. Lindsay

MANAGER

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on a good cup
of coffee.

An effective
package
is a short-cut
between coffee
and customer.

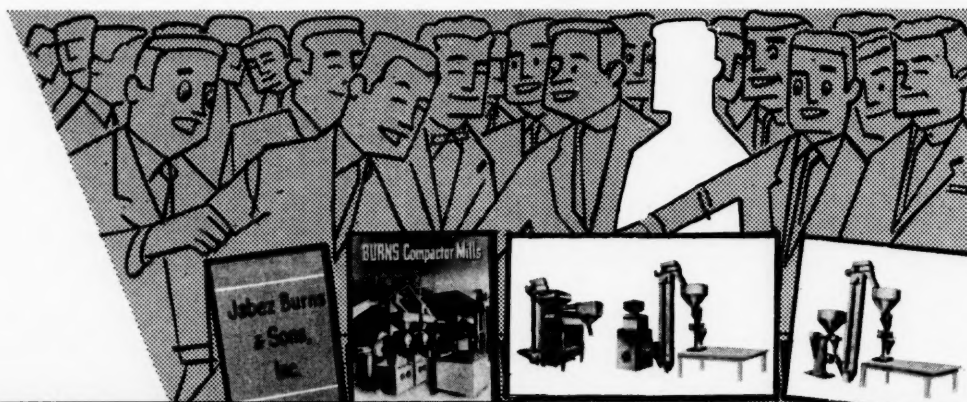
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If we missed you

at the

NRTCMA Convention

**Here's our story on
model grinding installations**

Our photo exhibit at the National Retail Tea and Coffee Merchants Association Convention in Chicago showed the BURNS GRINDING AND WEIGHING LAYOUT — the Burns ONE BAG ROASTING PLANT — and AN ACTUAL INSTALLATION OF BURNS COMPACTOR MILLS.

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76th Year

JULY 1953

Vol. 76, No. 7

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76th Year



T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

JULY, 1953

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At PCCA's 22nd annual convention (from left): Norm Johnson, Harvey Brockhage, Douglas (Trade Roast) Wood, Roger Jones, Peter Collins, Wilbur Hughes, Ed Johnson, Sr., Eugene Hoelter, Morris Buckingham, James De Armond, Harry Thompson, Mario

Esquivel, Andres Uribe, Walter Granicher, Ellwood Wright. Walter Granicher, retiring president, saw coffee going into era of more demand, supply.

PCCA sees era of coffee expansion

Pebble Beach convention names Peter Folger president, hears retiring president Granicher predict increasing consumption, expanding supply. Coffee men enjoy sports program.

By MARK M. HALL, San Francisco Representative
Coffee & Tea Industries

The 22nd annual convention of the Pacific Coast Coffee Association has passed into history, along with other memories over the years of beautiful Del Monte Lodge and Pebble Beach.

The weather was mixed as usual, some days beautifully warm, others foggy. But the golfers did not have to play in the rain as was the case last year. The crowd may not have been a record, but the attendance totaled 159 roasters, green men and guests from associated industries.

The convention was also the PCCA debut for the new executive vice president of the National Coffee Association, John F. McKiernan.

Elected officers of PCCA for 1953-1954 were: president, Peter Folger, J. A. Folger & Co., San Francisco; executive vice-president, Oswald L. Granicher, Ruffner, McDowell & Burch, Inc., San Francisco. Named regional vice presidents were: for Southern California, William E. Waldschmidt, Otis McAllister Coffee Corp., Los Angeles; for Oregon, Lee Elliott, Defiance Tea & Coffee Co., Portland; for Washington, Royal A. Frew, Wason Bros., Seattle.

Members of the executive committee include, as directors of the roast division, Peter Folger, chairman; Lee Elliott; Royal A. Frew; E. F. Hoelter, Hills Bros. Coffee, Inc., San Francisco; Stanley A. Gleason, M. J. B. Co., San Francisco; E. M. Manning, Jr., Manning's Inc., San Francisco; and C. A. Nonenmacher, Jewel Tea Co., Inc., Los Angeles.

Directors of the green division are Oswald L. Granicher, chairman; Weldon H. Emigh, Weldon H. Emigh Co., Inc., San Francisco; Walter O. Granicher, Leon Israel & Bros., Inc., San Francisco; E. T. Heathcote, S. F. Pellas Co., San Francisco; R. C. Powell, E. A. Johnson & Co., San Francisco; W. S. Rathy, Haas Bros., San Francisco; and William E. Waldschmidt.

As usual, Sunday and Monday were occupied by greeting old friends, registering and playing golf. The regular meeting began Tuesday morning, with Walter Granicher, retiring

president, handling the gavel. Conforming to tradition, he began by reading telegrams from many people, among them Weldon Emigh, who was on a vacation in the Hawaiian Islands, celebrating his 25th wedding anniversary; Bob Powell, on business for his firm in Central America; Dick Quinlan, traveling in the same locality; Clarence Levy and many others.

Mr. Granicher expressed appreciation for the hearty support by all the committee chairmen and he emphasized the benefits of the comradeship and cooperation which the association develops. He paid tribute to John Beardsley for his work in revising the PCCA articles and by-laws. To Harold Gavigan he extended acknowledgment of his efforts on the problems of coffee shipping and transportation.

Mr. Granicher also touched on the changes the armed services had made in coffee procurement. He felt the association could be proud of its 12 years of assistance to the armed forces.

The resignation of Mrs. Florence Fossum, executive secretary, was a matter of great regret to him and to the association. She had done her work well and had earned the respect of coffee men on the Pacific Coast. She is returning to Washington to rejoin her husband, M. T. Fossum, of the U. S. Department of Agriculture. Miss Margaret Rauche was introduced as Mrs. Fossum's successor.

Mr. Granicher believed that the coffee industry was entering an era of increased consumption and expanding supply. He said he would like to be remembered as the president, who served when coffee had reached its historical high.

Peter Folger said he enjoyed working under Walter Granicher, as he had in all the other assignments given him. With the cooperation of all members of the association, he looked forward to real progress in the trade during the coming year.

C. A. Nonenmacher's report on activities of the regional vice presidents touched on the debate regarding proportional

representation for the three regions—Southern California, Oregon and Washington. Southern members wanted a change. The problem was thoroughly discussed, and it is expected the future will bring a solution. Lee Elliott, of Portland, suggested a roaster representative on the executive committee every other year.

Jack Wood, of Washington, who was unavoidably absent, was represented by Royal Frew. Mr. Frew felt that the Northwest, Alaska and British Columbia were well represented. He invited the association to have its next meeting in the Northwest.

Andres Uribe, of the National Federation of Coffee Growers of Colombia, a familiar figure at these conventions, said 1953 was an eventful year for him. Not long ago the Federation celebrated its 25th anniversary at a party in San Francisco, and now he was at Pebble Beach. He said he is a great believer in the value of personal contact among people of different nationalities, to cement friendship. He stressed the effort of the Federation to improve living standards of coffee workers, production methods and the product itself.

Eugene G. Laughtery, general manager of the Coffee Brewing Institute, said the Institute was dedicated to the task of obtaining and making available the results of scientific research on the brewing of coffee. It also had as its objective the encouragement of coffee drinking as a beverage. The Institute was seeking the cooperation of colleges and private organizations. It was a long range, painstaking program. The Institution is a non-profit organization, he pointed out, and its success is up to the coffee industry.

One of the events of the convention was the introduction of John F. McKiernan, NCA executive vice president. Mr. McKiernan reviewed the rapid changes in the coffee market following decontrol, and the association's appeal to the government to obtain coffee for the industry during that period, just before controls were removed.

He felt there was a chance to educate the public on the profits of roasters, who have to buy a product grown in a foreign country. He said there should be no secrets in our relations with foreign countries, or with our own public. An effort should be made by the association to publicize the fact that coffee is a cheap drink, especially in relation to the cost of other food products, he suggested. NCA has cooperated in the Point 4 Program to improve production and technological knowledge in foreign countries, he pointed out. While the military has decided to go back to the old methods of procurement, the association is still working for a revision of this policy, Mr. McKiernan declared.

Horacio Cintra Leite, U. S. Representative of the Brazilian Coffee Institute said that criticism of coffee prices in this country was harmful. Good relations between the people of the United States and Latin America were essential, and must be built on a sound national economy, he declared. Information on both sides should be fully shared. Coffee is the United States' largest import and the greatest source of dollars to coffee producing countries.

Charles G. Lindsay, manager of the Pan American Coffee Bureau, outlined the "coffee break" campaign. He told about the color advertising of the Bureau and showed how the development of the "coffee break" idea was increasing consumption.

He indicated that studies by the Psychological Corp. had produced many interesting facts about coffee consumption. It was shown that in 1953 only about 20 per cent of the

coffee consumers were paying five cents a cup. Instant coffee consumption increased from 7 per cent in 1950 to 20 per cent in 1953. This increase was because of the convenience and ease of preparation. Women drink more coffee at breakfast than men, but less during the balance of the day. The Northwest drinks 2.94 cups of coffee per capita per day, the Northeast 2.43 and the Southern states 2.19. Drinking at work has increased 19.3 per cent since 1950. Civilian consumption has increased from 1.4 cups per capita per day in 1950 to 2.48 cups in 1953, and most of this increase is attributed to between-meals consumption.

The "coffee break" idea has been worth millions to the industry, Mr. Lindsay said. In fact, the expression has become a part of the everyday language of the people. It is now being tied to safety on the highways by the Bureau's public relations program.

Joseph C. Hooper, chairman of the Necrology Committee, called for a tribute to those members who had died during the past year. They were Reginald R. Arkell, Nabob Foods, Vancouver; Silvio F. Pellas, S. F. Pellas Co., San Francisco; John N. Shaw, Commercial Importing Co., Seattle; George C. Thierbach, Jones Thierbach Co., San Francisco; and William G. Tucker, retired.

Bettors on golf must have brought pressure to bear on their favorites to stay out of baseball, because opposing sides had difficulty getting together their nines. Chairman Beck Rowe played, but other members of his committee—Norm Johnson, E. W. Pattinson and Vic Cain—were probably saving themselves for golf. Those who fought a losing battle for the greens were F. Staciviosky, Robert Ruth, Douglas Wood, Harvey Brockwage, Beck Rowe, George Moran and Norm Montano. On the roasters team were Morris Buckingham, Henry Schmidt, J. L. Castleman, Carleton Cory, Allen Dale, Neil Hopping and Roy Farmer.

The green men started off with a little spurt and a lead of two runs in the second inning. The roasters, however, went to town in the third with ten runs and wound up as victors, 21 to 10.

Joe Hooper was the only man in the audience who had the courage to act as umpire. Vic Howard kept score under

(Continued on page 63)



Evidence that some of the recreation at the PCCA convention was outdoors. Above, from left: Norm Montana, Fred Stasiowski, H. K. Grady, Lew King, Douglas Wood, Bill Rowe, Jack Schimelpfenig. Below: Carl Corey, Roy Farmer, Allen Dale, Neil Hopping and Henry Schmidt.

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DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

coffee drinking in the U. S. is at an all-time high

By CHARLES G. LINDSAY, Manager
Pan American Coffee Bureau

What's happening to coffee consumption in the U. S.? Here are some answers—on coffee drinking in the home, in restaurants and between meals.

This article is from the report by Mr. Lindsay to the recent convention of the Pacific Coast Coffee Association.

We started our coffee break campaign in April, 1952 . . . the purpose has been to maintain and increase the consumption of coffee by raising the level of between-meal coffee drinking.

It is a little unusual for an institutional advertiser, and that is probably what we should term ourselves, to be able to trace direct results to his advertising, but we are able to do that through studies of coffee drinking prepared for us by Psychological Corp.

We conducted a study in January and February, 1953, which indicated that actual coffee drinking in the United States is now at an all-time high.

In 1945, to go back for a moment, consumption was at about two cups per person per day. In 1950, it was 2.31. In 1951 it was up to 2.36. This year, it is 2.48.

Although total imports of coffee in 1952 dropped slightly, about 85,000 bags, or less than 0.5 per cent below 1951, actual civilian disappearance of coffee increased 780,000 bags, or over 4.5 per cent, in 1952.

Most of this availability came from a reduction in purchases by the Armed Forces, and most of this increase in civilian consumption of coffee came exactly when we wanted it, between meals. For example, while total consumption of coffee in 1952 was 2.48 cups per person a day, mealtime drinking of coffee was 1.93 cups per person per day, or 1.6 per cent over 1951. But between-meal consumption of coffee was .55 cups per person per day, or an increase of 19.6 per cent.

In 1951, 82 per cent of all the coffee consumed was in the home. In 1953 exactly the same amount, 82 per cent, was in the home, but in 1953 there was a slight decrease in consumption of coffee in public eating places. Coffee drinking at work accounted for 17 per cent, against 14 per cent in 1951, or an increase of 21.4 per cent. At-home consumption of coffee increased 5.7 per cent, restaurant consumption was off nearly 7.0 per cent.

At what periods of the day did these changes occur? At home, mealtime consumption of coffee was up 2.4 per cent,

but between meal consumption of coffee was up nearly 26 per cent, indicating a very substantial increase in the coffee-break habit in the home.

In restaurants and other public eating places, mealtime consumption of coffee was off nearly 12.0 per cent, as against 1951, but between meal consumption of coffee stayed exactly the same. While mealtime consumption of coffee at work—coffee served in cafeterias, etc.—remained unchanged, between meal consumption of coffee at work was up 50 per cent.

Men still seem to be the heaviest coffee drinkers. Women account for 2.39 cups per person per day, men for 2.58 cups per person per day. Women have increased their coffee drinking by nearly 5.0 per cent, men by nearly 6.0 per cent. Between-meal coffee consumption by women was up 19 per cent, evidence that women are taking a coffee break at home. Mealtime consumption of coffee by men was just about static, with an increase of 1.0 per cent, but between meals men drank 24.5 per cent more coffee in 1953 than in 1951—again, tangible evidence of the success of the coffee-break program.

Women are the heaviest coffee drinkers at breakfast, which seems reasonable, since they probably have a little more time. Men consume more coffee than women during the morning, at lunch, in the afternoon, at dinner and in the evening. In other words, men—who comprise the bulk of the work force—are still the heaviest coffee drinkers.

The Pacific, Mountain States and Northwest States apparently have done an admirable job in selling coffee. Your consumption here is at the rate of 2.94 cups per person per day.

You had an increase of 14.8 per cent in total coffee drinking for 1953 over 1951; your mealtime consumption of coffee was up 9.3 per cent, your between-meal consumption was up 35.8 per cent. Apparently the coffee break is a success here.

There was just a 1.3 per cent increase in total coffee consumption in the Northwest, bringing the per capita consumption to 2.4 cups per day. There was a decline of 1.0 per cent in mealtime consumption of coffee, and an increase of 10.4 per cent in the between-meal consumption.

The Southern states drink less coffee than any other section of the country, with a per capita rate of 2.19 cups per day. Mealtime consumption was off 0.6 per cent, but between-meal consumption was up 35.3 per cent.

For all workers, there was an increase in coffee consumption in 1953. In 1950, it was at the rate of 0.20 cups per person per day, 0.31 in 1951, and in 1953 it was up to 0.37. Your factory workers average one-half cup per person per day at work, no increases in 1953 over 1951.

(Continued on page 29)



C. A. MACKEY & CO.
Incorporated

IMPORTERS - COFFEE

ESTABLISHED 1914

111 WALL ST. NEW YORK

Coffees of High Quality are Produced in:

COSTA RICA • CUBA • DOMINICAN REPUBLIC

EL SALVADOR • GUATEMALA • HAITI

HONDURAS • MEXICO • NICARAGUA

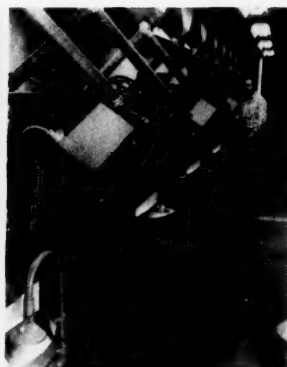
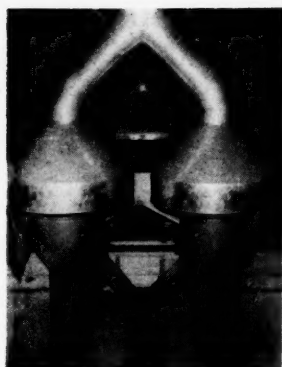
*For uniform quality and satisfied customers —
It will pay you to use these coffees in your blends*

FEDERACION CAFETALERA

CENTRO - AMERICA - MEXICO - EL CARIBE

Dirección Cablegráfica: FEDECAME

SAN SALVADOR, EL SALVADOR, C. A.



The electronic coffee grader in action. Above, left: Coffee feeds through the stoner or sieve for elimination of oversized beans or extraneous matter. It then passes through twin air separators for removal of light weight or broken beans by means of air-lifts. Above, right: A battery of 24 "electric-eye" machines, with coffee being fed into the units to be scanned electronically.

Above, left: A close-up of one of the "electric eye" sorting machines, showing the ferrule which picks up the individual beans by suction and places them before the "eye", which rejects imperfect beans by color selection. Good beans fall onto a moving belt which conveys them to elevators, then to storage bins. The graded coffee is automatically weighed and sewed into bags.

"electric eye" device grades green coffee

Otis McAllister has electronic sorting machines for grading coffee—based on the electric eye—installed in the foreign trade zone at the port of New Orleans. The device has actually been operating since November, 1952.

Otis McAllister's E. E. Hood, who is in charge, has had much to do with the development and application of the electric eye to coffee grading. At present, he is spending a considerable portion of his time in New Orleans.

The electric eye equipment set up by Otis McAllister in the foreign trade zone is a complete installation to receive, process and deliver direct to freight cars over 200 bags of clean coffee per day.

These electronic machines handle washed and unwashed coffees which have been hulled but have not been hand-picked or sorted. The coffees may come from Mexico, Guatemala, Honduras, El Salvador, Costa Rica, Colombia, the Dominican Republic, Ecuador, or any other coffee producing country.

More than 12,000 bags have gone through the electronic grading operation at this writing, and results have been considered very successful. The process assures a more uniform out-turn and a more than favorable comparison with the usual methods of preparation in countries of origin.

Otis McAllister is equipped to receive the coffee from the ship, place it in bond in the free trade zone. The coffee is conveyed to bins, and from there it is moved in a continuous flow to a stoner. Then the coffee flows past a magnet to remove any metal fragments. It also falls through two twin air separators, for elimination of light and broken beans, and a good percentage of the black beans.

Then the actual electronic grading or sorting takes place. Each bean is examined individually as it passes an electric eye. When a discolored or off-colored bean comes along, the electric eye activates a rejection mechanism and the bad bean is pushed to one side. The good beans fall

on a moving belt which conveys them to elevators, then to storage bins.

From these storage bins, the graded coffee travels to an automatic scale and weighed into green coffee bags.

After the bags are filled, they are immediately sewn on an electric sewing machine. The finished bags are placed on pallets and moved to freight cars or to a storage area to await shipment.

This installation of electronic coffee sorting is said to be the first of its kind in the United States. It is possible that at a later date similar installations may be made in producing countries, as considerable labor savings are effected by the method and a higher degree of sorting is possible.

Contributing to the success of an operation of this kind is the existence of the foreign trade zone. This zone allows the coffee to be sorted, graded and bagged with all the advantages of operations in the country of origin, while at the same time the work is close to the technical assistance needed for such an installation.

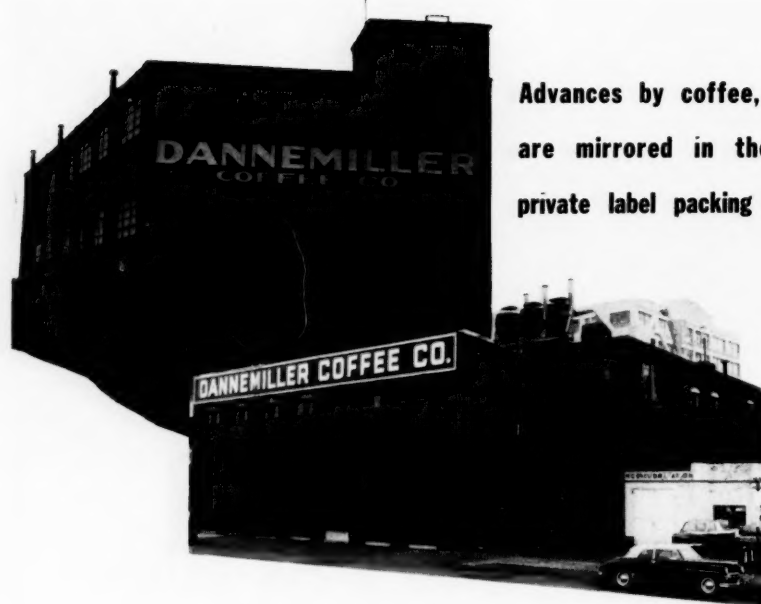
Naturally questions will arise concerning tangible results from the installation. It is reported to be successful in turning out a uniform coffee without foreign matter of any kind, since all stones, sticks, broken beans and trash are removed. The roaster using this coffee obtains a 100 per cent useful product, always uniform, it was pointed out.

Colombian coffee for UNICEF

Colombian green coffee stocks worth over \$25,000 has been contributed to the United Nations Children's Emergency Fund (UNICEF) by the Colombian Government, according to a United Nations report.

The coffee will be sold to help in the work being done by the UNICEF.

A similar gift to the UN group made two years ago brought \$16,752 on the New York market.



Advances by coffee, tea industries as a whole are mirrored in the history of this dynamic private label packing firm — now in 75th year.

The two Dannemiller Coffee Co. plants. Lower right: The home plant in Brooklyn, N. Y. Upper left: The Rochester, N. Y., factory. Both plants have ample shipping facilities, including railroad sidings.

the Dannemiller story

Three-quarters of a century is a big slice of time—especially the 75 years just behind us. A lot of history was packed into this span, probably more than into any similar period.

The 75 years wrote crucial history in coffee, too. Markets expanded enormously; supplies kept pace, sometimes ahead, sometimes behind. New techniques transformed the grocery industry, and coffee was part of the change. Coffee processing equipment came of age.

These developments are visible when you stand off and look at the industry as a whole. They are even clearer when you trace the advances in the history of a single company.

Look, for example, at the Dannemiller story.

This year the Dannemiller family is marking its 75th anniversary in the coffee business. What kind of years were they? Full of changes—in machinery and techniques, in marketing and merchandising, in overall growth, even in geography.

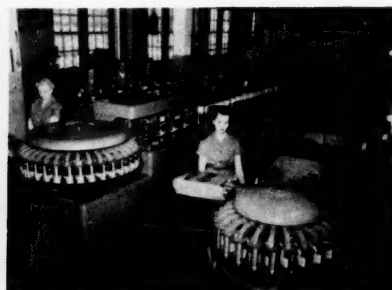
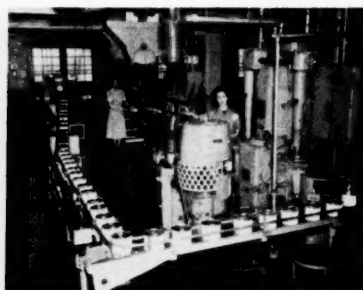
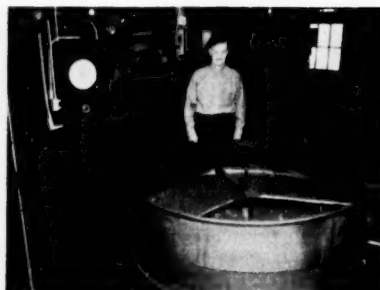
In this three-quarters of a century the big change for the coffee industry as a whole was the shift from bulk selling to packages.

Dannemiller was part of this evolution—but with a difference. The company blends and packs coffee and tea into brands sold not by itself but by its customers—grocer wholesalers, supermarket groups and independent chains east of the Mississippi.

The origin of the company goes back to 1878 and Canton, Ohio, where Benedict Dannemiller founded B. Dannemiller & Sons, wholesale grocers. Soon after, one of Benedict's four sons, Edward, started the coffee department. In 1895, with Edward as one of the partners, Dannemillers & Co. was organized to operate the coffee department.

Five years later Edward moved the company to a location on the Brooklyn, N. Y., waterfront, at 116 Thirty-ninth St.

In 1904 the present corporation, the Dannemiller Coffee



In the New York plant of the Dannemiller Coffee Co. Left: Roasting foreman Henry Blessing supervises a discharge of roasted coffee from one of a battery of ten Jabez Burns Thermal roasters. Center: American Can Co. vacuum machines process these coffee cans. Stock

cans shown on the line are labelled before going into shipping cases. Lithographed cans are vacuumed, sealed the same way. Right: Consolidated Packaging Machinery Corp. high speed units for ground-coffee bags turn out modern, automatically sealed packages.

Co., was formed, with Edward as president and his son, Albert J., as sales manager.

The choice of the Brooklyn location turned out to be a rare foresight. The area was handy to incoming ocean freight shipments of raw materials, and to rail and truck facilities for dispatching finished products. Other management saw the advantages, and in later years the huge Bush Terminal mushroomed into existence around the Dannemiller plant.

The plant in the early days was even closer to the waterfront than today. Where trucks now rumble down Thirty-ninth Street, in front of the building, ferryboats then slid toward a dock, terminus of a Manhattan-Brooklyn run.

Some of the Dannemiller personnel, who made the ferry run traveling to and from Front Street, probably felt more like sailors, sometimes, than coffee men.

For some years the company maintained green coffee offices on Front Street, but this is now handled in a centralized set-up at the Brooklyn headquarters.

In the early days the coffee equipment at the plant was driven by steam engines. Roasting was done by coal-fired machines. The original coal roasters were supplanted by "modern" coal-fired units which carried the load until about 1920. Then gas-fired Jubilees made by Jabez Burns & Sons, Inc., were installed, and for a while the gas and coal units were operated side by side.

Today the roasting is done by the most modern equipment of its kind—Burns Smokeless Thermalos, which were installed only last year.

Back in 1914, the Dannemiller organization worked out one of the first roller mills used for coffee. A roller mill made for the flour industry was converted to the grinding of coffee.

Now the company has batteries of highly efficient and flexible grinders. The units include B. F. Gump Co. Granulizers—888's and 777's—and Jabez Burns No. 12 Plate Mills.

When packaged bean coffee came into the picture, Dannemiller used the most advanced bag-making techniques of the period. A lot of time and even know-how lies between what was modern technique then, and now.

On an upper floor of the plant, girls made the bags by hand, with wooden molds, out of plain square sheets of yellow manila paper. The cost? Ten cents a hundred!

Finished bags were placed in a burlap chute, down which they slid to the packing floor below. On the packing floor the beans were measured out into the bags by semi-automatic machines.

The hand-made on-the-scene bags disappeared with the development of pre-manufactured bags produced by companies specializing in that work.

Evolution was drastic in other types of containers, too. Dannemiller followed the development of the can through all its stages, up through to the present vacuum containers.

Today, because of the nature of its business, Dannemiller has developed an extraordinary range in containers for coffee and tea, taking into account varied customer volume and product distinctions.

In cans, for example, Dannemiller has on tap three stock design containers on which the grind designations have been lithographed. Labels identifying various private label brands are then attached to these cans. This makes it possible to stock only one label for each cus-

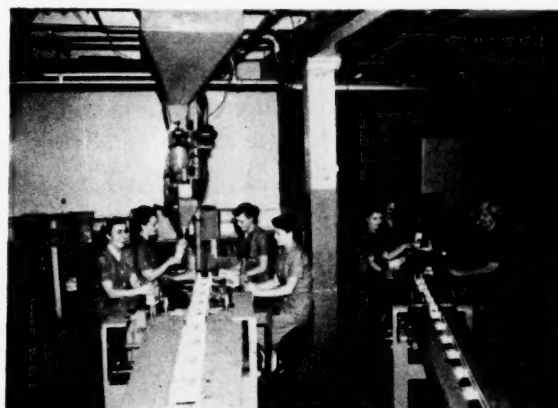
"They have been years of development — in machinery and techniques, in marketing and merchandising, in overall company growth."



This is Dannemiller's smoothly working top team. From left: Vice President H. W. (Chester) Chapman; Executive Vice President Edward I. Dannemiller; President Albert J. Dannemiller; Vice President Robert B. Sasseen; Treasurer Thomas E. Greenwood; Secretary Edward F. Dannemiller. Fourth Dannemiller generation is already in the firm.



Latest Benco bag machines, made by the B. C. Betner Co., Devon, Pa., a division of the Continental Can Co., produce automatically tinted and coded bags of bean coffee. Shipping bags are also coded.



Package teas in two sizes running through to the casing machines. Tea has become an important part of the Dannemiller operations.



SEALTITE

**produces Dannemiller's
attractive Sift-Proof Bag Package**

The Dannemiller Coffee Company relies on two SEALTITE lines to close their (one to three pound) bags. The first installation showed such savings and was so satisfactory that a second line was installed a short time after the first went into operation.

SEALTITE settles, shapes and seals any standard gusseted paper bag at speeds ranging from 30 to 50 per minute. The SEALTITE package is square, flat-topped and sift-proof. It stacks like a carton. Any product usually packed in a paper bag can be put in a SEALTITE package.

Users report packaging costs reduced as much as \$500 per month for each SEALTITE machine installed. Write for prices and delivery.

CONSOLIDATED PACKAGING MACHINERY

Corp. **BUFFALO 13, N. Y.**

tomers, although three grinds are involved. Carload buyers are, of course, supplied with a completely lithographed can for their private label.

Coffee bags are made available in custom designs, or in stock designs with room for brand imprints.

In tea cartons, where the problem is more complicated because of varieties of weights in loose tea and different counts in tea bags, Dannemiller takes the situation in stride. Stock boxes are available in the various weights and counts for smaller operations; custom-designed cartons are supplied to larger users.

To pack coffee and tea for such assorted needs requires a rare degree of management know-how and a considerable investment in modern, efficient equipment.

Coffee cans are filled by a six-head coffee scale made by the Consolidated Packaging Machinery Corp. Dannemiller also uses G. E. Scott net weighers made by the U. S. Automatic Box Co. Vacuum machines for both the one and the three pound cans are supplied by the American Can Co.

Automatically sealed bags

Bag coffee is handled on any of a number of machines, depending on quantity and other factors. Consolidated Packaging's high speed Sealrite units turn out automatically sealed bags at a fast clip.

Some of the bag coffee goes through Benco units, manufactured by the Betner Division of the Continental Can Co. In this operation the bags are automatically tin-tied and coded.

Other bags are heat-sealed on machines made by the George Fry Co.

Tea is packaged by Pneumatic Scale Co. units. Sealing of the cartons is done on Container Equipment Corp. machines.

The shipping cases, which are coded, are secured with semi-automatic staplers made by the Bostitch Machine Co. and with electric bottom staplers developed by Diagraph-Bradley Industries, Inc.

Plant expansion, for Dannemiller, has taken two forms. In the Brooklyn building, expansion was achieved by the introduction of modern equipment, able to produce a far greater volume within the same area.

It also took the form of a new plant. On January 1st, 1949, Dannemiller opened its new factory in Rochester, N. Y. Heading up the operations there is Sidney Maves, plant manager.

Merchandising changes

The changes down through the years in merchandising have been no less drastic than the advances in production.

In the early days Dannemiller did virtually no private label work. The company packed Cordova Coffee, its own brand, which competed with Arbuckle's famous Ariosa. These were two of the first well-known package brands.

Dannemiller shipped to wholesalers in the central, eastern and southern states. Prices and pricing practices were also different then. At one time Dannemiller sold on an eight-nine-ten basis—eight cents to the wholesaler, who sold at nine cents to retailers, who charged ten cents to the final consumer.

Today virtually all of Dannemiller's coffee and tea operations are private label. What shaped this swing by the company was one of the most significant developments in American grocery retailing—the growth, starting about 25 years ago, of the "voluntaries." These were the groups of

(Continued on page 38)

DANNEMILLER COFFEE CO.

Uses the **Young Conqueror**

Bottom Stitcher



•
YOU TOO can
Save up to 41%
in LABOR by
using it.
•

WRITE US TO
LEARN WHY AND
HOW !

Diagraph-Bradley Industries, Inc.

YOUNG WIRE STITCHER DIV.

Herrin, Dept. J Illinois

Branches or Distributors in All Principal Cities

Green Coffee

- GENERAL BROKERS
- SPOTS
- SHIPMENTS
- F. O. B.'s

FAIRCHILD & BOLTE

91 Front Street

New York

President's brother meets with Aborn, McKiernan before trip to South America

Dr. Milton Eisenhower, brother of the president, is on a trip to South America as a special emissary for the chief executive.

Before he left, Dr. Eisenhower met at Pennsylvania State College, of which he is president, with National Coffee Association leaders Edward Aborn and John McKiernan.

Mr. Aborn, NCA president, and Mr. McKiernan, executive vice president, found Dr. Eisenhower intensely interested in the subject of coffee and keenly aware of its importance to South America.

The purpose of the trip, Dr. Eisenhower told the coffee leaders, goes beyond the maintenance of the "Good Neighbor Policy".

He would like to see our relationships with Latin America progress much further along lines of economic co-operation and strengthening of present international friendship.

The New York Times called Dr. Eisenhower's mission "much the most important move yet made by the new administration in the field of inter-American affairs."

NCA names Joseph Drury, Jr.

director of public relations

The National Coffee Association has named a public relations director who will work as a staff member out of the organization's headquarters at 120 Wall Street, New York City.

He is Joseph F. Drury, Jr., who brings to the post a wide and practical background in public relations.

Before joining NCA, he was for four and a half years assistant to the public relations director of Hearst Magazines. Previously he was district publicity manager for United Air Lines and a staff member of the United Press Association.

Mr. Drury will work closely with NCA's Publications Committee, headed by Jerome S. Neuman.

Prior to Mr. Drury's appointment, the Ruth Lundgren Co. had served as public relations counsel to NCA.

NCA open to nominations

for officers, directors

An election for president, vice-president, treasurer and nine directors will be held at the annual National Coffee Association convention at the Boca Raton Club, Boca Raton, Florida, November 16th-19th, 1953, Earl B. Ackerman, chairman of the nominating committee, reminded NCA members recently.

The constitution of the association—section six of the by-laws—provides that any member may propose a candidate by submitting the name in writing to the chairman of the nominating committee *at the offices of the association*, Mr. Ackerman pointed out.

Every possible consideration will be given to all suggestions received, he declared.

Coffee dispensing firm incorporates

A charter of incorporation has been granted to Island Coffee Service, Inc., Maspeth, L. I., N. Y.

The firm is listed as handling automatic coffee dispensers.

Quality Coffees

- **COLOMBIANS** MEDELLIN ARMENIA MANIZALES
 TOLIMA GIRARDOT LIBANO
- **BRAZILS** SANTOS PARANAGUA
- **CENTRAL AMERICANS** GUATEMALA NICARAGUA
 SALVADOR COSTA RICA
- **ECUADORS** UNWASHED WASHED

W. R. Grace & Co.

SAN FRANCISCO

NEW YORK

NEW ORLEANS

Solubles

Nescafe bursts "better than coffee" bomb to launch pure soluble

"New Nescafe 100% Pure Instant Coffee Is First to Guarantee You'll Get *Better Flavor Than with Ground Coffee!*"

With this sweeping claim, the Nestle Co., Inc., White Plains, N. Y. launched its new soluble. Full page newspaper ads across the country were used for the introductory burst, it was reported.

Some members of the coffee trade, indignant at the claim that the new Nescafe has a better flavor than any ground coffee, are said to have written to Nestle.

Representations to the Federal Trade Commission were also reported to be under consideration.

The first ads appeared at the end of May. They were repeated in a slightly smaller size about four weeks later.

"So coffee-rich, we guarantee you better flavor in your cup than with ground coffee—or your money back!" the copy reads.

"Here at last, so much pure coffee goodness packed into every tiny gem, that *cup after cup* you actually get *better flavor* with new Nescafe than with *any* ground coffee!"

Nestle is said to claim that the new Nescafe has the most heavily concentrated advertising support in the brand's history behind it.

Included in the campaign are weekly sponsorship of the Jackie Gleason show Saturdays on CBS-TV; a heavy schedule of full-page, four-color, and other large two-color and black-and-white ads; participation in the CBS radio shows "Meet Millie" "FBI in Peace and War," and "Mr. Keen, Tracer of Lost Persons" Wednesday, Thursday and Friday evenings.

Part of the sledgehammer campaign for the new Nescafe is the statement: "Save up to 25 cents a pound over ground coffee by drinking Nescafe Instant Coffee!"

Instant coffee users up 50% among Mid-America farmers

Within a three year period there has been an increase of nearly 50 per cent in the number of Mid-America farm families serving instant coffee.

This is reported by *Capper's Farmer* on the basis of a check of its subscribers.

Here are the figures:

27 per cent of the subscribers serve instant coffee.

54 persons drink instant coffee in each 100 families.

46 per cent of the subscribers serving instant coffee serve it at least once a day.

Instant Chase & Sanborn offers 20¢ off

The battle of the soluble coffee giants is shaping up.

Instant Chase & Sanborn 100% Real Coffee is being featured by Standard Brands in a 20-cents off deal on large, special label jars.

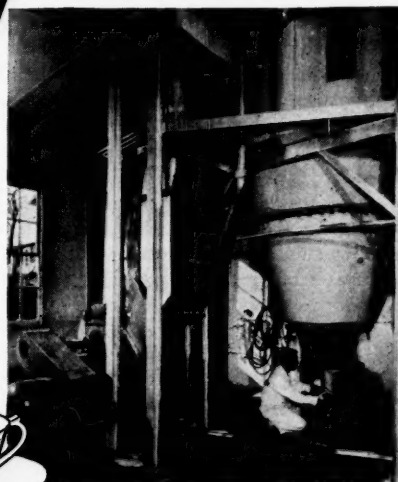
Now! Enjoy the 'instant' that really is real coffee!" is the headline on the newspaper advertisement promoting the offer.

JULY, 1953

Your Most Practical Approach to **SOLUBLE COFFEE** production is thru your **BOWEN REPRESENTATIVE**



● Many of the leading brands of high quality soluble coffee are produced on Bowen Spray Dryers. You too may select equipment to meet the physical requirements you desire for your product—bulk density, particle size, ready solubility and integrity of flavor.



Spray Dryers for soluble coffee production operate automatically to produce 2 to 12 tons of powder daily.

Bowen engineered Spray Dryers meet cost production limitations of the smaller company as well as the larger producer.

Bowen design principles can often be applied to existing coffee spray dryers to improve the quality of the product.

The knowledge based on broad production experience can be applied to your problem. A conference does not obligate you in any way.

WRITE FOR INTERESTING BOOKLET—
"The Bowen Story of Spray Drying"

BOWEN SPRAY DRYERS **Always Offer You More!**

BOWEN ENGINEERING, INC.
NORTH BRANCH 5, NEW JERSEY

Recognized Leader in Spray Dryer Engineering Since 1926

On the menu

developments among public feeding outlets

Good iced coffee, with promotion, builds solid restaurant profits, Aborn tells NRA convention

Wherever a restaurant operator serves good iced coffee, and gets behind it with serious promotion, receipts benefit tremendously.

This fact was placed before several thousand restaurant operators at the Chicago convention of the National Restaurant Association by Edward Aborn, president of the National Coffee Association.

"As a member of NCA's Brewing Committee," Aborn said, "I would ask you what you are doing about iced coffee sales. Some of you will no doubt ask *what* iced coffee sales? for iced coffee has not been a notable best seller in the field of beverages. But with the summer's slump ahead, every restaurant operator will be interested in the following facts:

"In 1948 your industry and mine jointly sponsored one of the most extensive surveys ever undertaken on the subject of coffee in public eating places. Among other things uncovered by the study was a strange paradox in the iced coffee picture. Most restaurants had little faith in iced coffee as a profitable hot-weather beverage."

Almost without exception, however, it was found that wherever an operator served GOOD iced coffee, and got behind it with serious promotion, receipts were tremendously benefited.

"I can be even more specific. In downtown New York City, a distinguished member of your association sells great quantities of coffee. And by featuring iced coffee, they sell as much coffee in the summer as in the winter.

"A single New York drugstore, part of a large chain, and a drugstore that probably sells more coffee than any other in Manhattan, also gives special promotion to their iced service; and their summer gross on coffee is even *greater* than that in winter.

"In the past ten years iced coffee sales in restaurants have gained considerably, especially in the East. Yet the field is still so relatively unexploited that there is little competition for the restaurant that wants to enter it.

"As far as winning the customer over is concerned, iced coffee has an unusual advantage. Here is the old familiar flavor, the unique 'coffee' flavor, and it offers the same quick pick-up as of hot coffee. The difference between the two drinks is not one of character, but merely temperature."

NCA Hotel, Restaurant Committee

confers on Brewing Institute projects

Projects of the Coffee Brewing Institute relating to the institutional market were discussed recently by top men in this field.

Members of the National Coffee Association's Hotel and Restaurant Committee met with Eugene Laughery, general manager of the Coffee Brewing Institute.

Present were NCA President Aborn, committee chairman Philip I. Eisenmenger, W. Wirt Wickes, Clarence Irish, J. S. Garvett, NCA Executive Vice President John McKiernan and Mr. Laughery



Fine Colombian Coffees

LEONIDAS LARA & SONS INC.

99 WALL STREET

NEW YORK 5, N. Y.

Telephone: DIgby 4-8777

Cable: NYLORENA

Teletype: NY 1-3368



"Just having a coffee break."

When were your trade-marks registered? Check dates to avoid cancellation

Check the registration dates of your trade-mark to make sure the trade-marks won't be cancelled by the Commissioner of Patents.

Starting this July 5th, a new procedure in trade-mark registrations came into operation.

Under the Lanham Act, the Commissioner of Patents is required to cancel registrations obtained under the act unless some time between the fifth and sixth years after the date of the registrations an affidavit is filed "showing that said mark is still in use or showing that its non-use is due to special circumstances which excuse such non-use and is not due to any intention to abandon the mark."

Registration of trade-marks under the Lanham Act began July 5th, 1947. The time to file affidavits therefore began to run out July 4th.

Did the U. S. Patent Office issue to your company in 1947 or 1948 a registration certificate for any of your trade-marks under that Act—the Trade-Mark Act of 1946?

Or did it issue to your company in those years a notice of republication advising that any of your trade-marks previously registered under the Acts of 1905 or 1881 were republished at your request under the Lanham Act?

If so, better get busy on the affidavit without delay.

For example, on trade-marks registered or republished on July 31st, 1947, the affidavits must be filed before July 30th, 1953. On Marks dated January 10th, 1948, the affidavits must be filed before January 9th, 1954.

BYRNE, DELAY & CO.

104 FRONT ST., NEW YORK 5, N. Y.

Coffee

Agents for Reliable Shippers
in Producing Countries

Specializing in:

BRAZILS
COLOMBIANS
VENEZUELAN

H. L. C. BENDIKS, INC.

NEW YORK

96 Front St.

NEW ORLEANS

225 Magazine St.

IMPORTERS - JOBBERS

COFFEE - TEA

N. V. KOFFIE HANDELMY MATAGALPA

P. O. Box 631

AMSTERDAM, C, HOLLAND

Crops and countries

coffee news from producing areas

Brazil's new Finance

Minister says coffee won't be allowed on free exchange

The cruzeriro rate was a focal point for attention in both the Americas as Brazil went through a cabinet crisis.

Six cabinet ministers resigned, the second of them Horacio Lafer, in charge of finance, a staunch advocate of a firm coffee cruzeriro.

Expectations of a change in the coffee rate dimmed when Oswaldo Aranha was named successor to Mr. Lafer. At a meeting of the rural associations of the state of Sao Paulo, Mr. Aranha declared that coffee would not be allowed on the free exchange market. He emphasized that the government has no intention of devaluing the cruzeriro.

These rural associations had petitioned the government to modify the exchange policy.

A flurry hit the coffee markets when a lower court judge in Brazil ruled that coffee could be sold at the free rate of exchange. The president of the Appeals Court promptly suspended the ruling. The minister of finance also declared that the lower court judge was out of bounds in making such a ruling.

Continue same shipping rules, Brazilian coffee meeting votes

The Instituto Brasileiro do Cafe should continue for the

1953-54 coffee crop the same shipping regulations used for the 1952-53 crop.

This was voted at a meeting of representatives of all coffee states in Brazil, held in Rio de Janeiro, it is reported by Octavio Veiga, Santos correspondent of COFFEE & TEA INDUSTRIES.

The only vote against the resolution came from the Rio coffee trade.

IBC puts new Brazil crop

for export at 16,939,000 bags

Brazil's exportable coffee crop, starting July 1st, will be 16,939,000 bags.

This estimate came last month from the Instituto Brasileiro do Cafe.

By states the estimate was as follows: Sao Paulo, 6,667,000 bags; Parana, 3,773,000; Minas Geraes, 3,680,000; Rio, 415,000; Espirito Santo, 2,086,000; Goyas 107,000; Pernambuco, 70,000; Bahia 100,000; and Matto Grasso, 5,000.

Mexico now third biggest coffee producer

The head of the National Coffee Commission of Mexico states that Mexico this year will become the world's third ranking coffee producer. It has ranked fifth.

Juan Rebolledo Clement estimated that the 1952-53 crop will total 1,595,450 bags of coffee (at 60 kilos a bag).

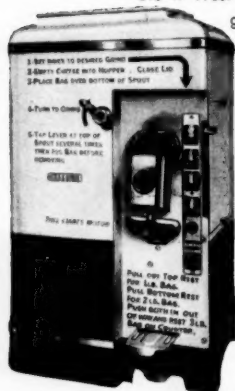
By far the larger portion of this will be exported, he said. Already the nation has exported 1,014,826 bags this year, he added.

...better than an alarm clock!

Let the
World's Most Enticing
Aroma Go To Work For You!
INSTALL A
GRINDMASTER
AND SELL AROMATIC STORE GROUND
COFFEE IN INEXPENSIVE PAPER BAGS

See Your Coffee Supplier
or Write American Duplex Co.

815-17 West Market St., Louisville 2, Ky.
giving his name



Anyone can operate the GRINDMASTER
— Everyone likes to grind their own.



Point of Purchase illuminated display
concentrates sales on one brand.



Mr. Rebolledo Clement estimated that coffee exports will bring Mexico about 614,000,000 pesos (\$75,000,000).

Brazil and Colombia still will top Mexico as a coffee producer, the official said, but this nation is expected to out-produce both El Salvador and Guatemala, which in the past ranked third and fourth.

**Film explains futures markets;
available for association showings**

Coffee groups will be interested in a new movie, released by Merrill Lynch, Pierce, Fenner and Beane, nationwide investment firm. Entitled "Marketplace, U. S. A.", the 30-minute film explains just what commodity future markets are and how they serve the nation.

Although the film is told in terms of a grain elevator operation, the basic ideas presented apply equally to coffee.

Demonstrating the importance of futures markets and their economic function, the film points out how consumers are able to get lower prices, producers more for their crops, and manufacturers and processors can insure against price risks through "hedging" on futures exchanges.

Showings will be arranged through all of the brokerage firm's 111 offices. The film will also be made available for showings through public service television programs.

Otis, McAllister acquires National Paper

Control of the National Paper and Type Co. has been acquired by Otis, McAllister, one of the country's largest coffee importers. J. B. Sprague Johnson, chairman of Otis, McAllister, disclosed that his company had purchased 105,000 common shares, or 82 1/4 per cent, of the outstanding common stock of National Paper and Type.

With consolidation of the top control of both companies, the combined organization will be one of the largest import-export business in the Western hemisphere, Mr. Johnson declared. National Paper and Type, an exporter of graphic arts industry products to Latin-American markets, will continue to operate as an independent unit.

"Operation of these two corporations by a single group," Mr. Johnson added, "will make available to each the merchandising experience, technical know-how and good-will in Latin America of both companies with aggressive management direction."

The Otis McAllister organization was founded in 1892 while National Paper and Type was formed in 1900.

Coffee, tea newspaper advertising up in 1953

Consider this item a P. S. to the article, "Trends in Coffee and Tea Advertising", on Page 10 of the May, 1953, issue of this publication.

Coffee and tea advertising in newspapers in 1953 amounted to \$10,346,000, according to the ANPA Bureau of Advertising.

This sum is an increase of 5.8 per cent over the total of \$9,776,000 reported for 1952.

J. M. Dickinson heads Fleetwood

Coffee's Atlantic division

J. M. Dickinson has been named district manager for the Fleetwood Coffee Co.'s Atlantic division, a new position.

He was formerly active in Tennessee.

CONVENIENCE

and

ECONOMY

fostered SOLUBLES

FLAVOR ACCEPTABILITY

keeps them growing

MORE of your regular coffee customers
are turning to Solubles

HOLD them to your brand with high-grade
powder made and packed for you by

THE HARRISON CO.

Coffee Processors

601 West 26th St., New York 1, N. Y.

Phone: ALgonquin 5-3914

GABRIEL DE PAULA S/A

Comissária e Exportadora

Quality Coffee Exporters

SANTOS - RIO DE JANEIRO - PARANAGÁ

BRAZIL

Serving the Coffee Trade since 1927

FAIRCHILD & BOLTE, 91 Front Street, New York 5, N. Y.

WELDON H. EMIGH CO., INC., 150 California St., San Francisco, Calif.

FELIX J. VACCARO, 305 Magazine St., New Orleans, La.

William Gibson Burns, chairman

of Jabez Burns board, dead at 76

William Gibson Burns, chairman of the Board of Jabez Burns & Sons, Inc., New York City, manufacturers of food processing machinery, died recently at the age of 76.

A grandson of the corporation's founder, Jabez Burns, and son of the Jabez Burns who was active in the company for many years, he joined the company in 1900 shortly after his graduation from Columbia University. He served successively in the engineering and sales departments and as secretary, general manager and president before becoming chairman of the board in 1944. He retired from active participation in the company's operations last year.

From 1927 to 1944, during his tenure as president, the Burns organization made some of its most important strides. This period saw the development of such equipment as the Thermal batch and continuous roasters, the Stirflex Cooler, the Recirculating Cleaner and the Keenan Collector. Also, Jabez Burns & Sons serviced the peanut butter industry during these years, its great period of growth.

During his association with the company, the business moved in 1908 from 542 Greenwich Street to its present location. In 1917 he was active in conceiving and supervising the erection of an additional wing which doubled the company's plant size and producing capacity.

He was a director of the corporation from the time of its incorporation in 1907 until his death. He became secretary of the company in 1909, general manager in 1916, president in 1927, and chairman of the board in 1944.

He is survived by a brother, Kenneth Burns, a vice president of the corporation; another brother, Dawson J. Burns,

president of the Wheeler Insulated Wire Co.; his wife, Mrs. Sara Gaston Burns, and his mother, Mrs. Jabez Burns.

Mr. Burns was one of the founders and a life member of the Lake Placid Club. He was also a member of the Columbia University Club, the Farmington Country Club in Charlottesville, Va., and a former member of the Siwanoy Country Club of Westchester.

Brazil charges 100,000 bag coffee

resale scheme to U. S. via Argentina

A coffee resale scheme said to have cost Brazil millions of dollars in foreign exchange earnings in the past few months has been charged by government sources.

The operation was discovered when the Uruguayan representative of the Bank of Brazil spotted a cargo of Brazilian coffee being discharged from a foreign ship in Montevideo and reloaded in a ship bound for the United States.

Investigations revealed that the coffee was shipped from Santos, supposedly for delivery in Argentina.

It is believed the consignments were made out to Argentina with the aid of forged Argentine import licenses, which enabled the operators to buy Brazilian goods at a preferential dollar rate and make big profits.

The investigations showed that altogether 100,000 bags of coffee had been diverted by this method.

Any export operations of this nature was carried on outside the clearing system provided by the Argentine-Brazilian trade agreement, without any intervention by authorized banks in the Argentine Republic, Argentine officials stated. Nor has any currency exchange originating from such transaction been credited to Argentine accounts, they added.

Step-by-step financing

...from the bean to the bag!



Through its worldwide credit facilities, Bank of America helps the coffee grower and the shipper in foreign countries... the importer in the United States... the coffee roaster... even the grocer, the man who sells coffee over the counter. As the world's largest bank, Bank of America is always ready to help *you* improve your domestic or foreign trade connections.

Serving Commerce Around the World

Bank of America
NATIONAL TRUST AND SAVINGS ASSOCIATION
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

International Banking Departments in San Francisco and Los Angeles
Bank of America (International) 40 Wall St., New York

**coffee drinking in the U. S.
is at an all-time high**

(Continued from page 15)

Office workers in 1950 drank only 0.20 cups per person per day, 0.24 cups per person in 1951, but in 1953 0.32 cups per day, or an increase of 33.3 per cent over 1951.

Store workers also drank more coffee—or enjoyed more coffee breaks this year than in the past—and showed an increase of 27.8 per cent in 1953 over 1951, and a very marked increase, of course, over 1950.

Outdoor workers, to whom coffee is more generally available, accounted for 0.21 cups per person per day in 1953, the same as in 1951, hence no increase. The biggest gains were scored by office and store workers.

Teenagers are drinking slightly less coffee currently than they did two years ago. In 1953 it was only 1.2 cups per person per day in the under 20 age group, while in 1951 it was 1.3 cups.

Then from the 20 to 24 age group on, the increase is more notable and there again I think that the cause was that the bulk of the working population had more frequent coffee breaks. Coffee consumption reaches a peak in the 40 to 49 year age group of 3.33 cups per person per day. People 60 years and over are drinking 2.46 cups per person per day.

Now as to coffee prices in restaurants and public eating places: In 1950 about 55 per cent of the coffee sold was five cents a cup, about 10 per cent was priced from six to nine cents a cup, and roughly 32 per cent was ten cents per cup.

By 1952 the nickel cup of coffee was down to about 32 per cent, six to nine cent coffee had increased to about 12 per cent, and the ten cent cup of coffee was up to about 50 per cent. The over ten cent cup was roughly 6 per cent.

By 1953 the nickel cup of coffee had gone down to about 28 per cent of the total, the six to nine cent cup to about 14 per cent, the ten cent cup of coffee accounted for about 56 per cent, and the over ten cent cup for about 2 per cent. That ten cent cup of coffee is accounted for primarily by coffee sold at the place of work, where caterers bring in and serve coffee in offices and sell it directly to the employee.

What is instant coffee doing? What proportion of the market does instant coffee hold? I don't think we can answer in quite those terms, but we were able to measure the amount of instant coffee that is drunk in relation to regular coffee.

In the summer of 1952 we made a study which indicated that just about a little over 7 per cent of the total coffee consumption at that time was instant coffee. This winter 0.25 cups per person per day, or about 10 per cent of the total consumption, was instant coffee.

I have heard a variety of opinions expressed as to whether or not instant coffee is supplementing or supplanting real coffee. I think the following gives a clue to what is happening:

Breakfast is the time that accounts for the heaviest drinking of instant coffee in volume, and 0.11 cups per person per day of the breakfast coffee was instant coffee. This is 11.3 per cent of the breakfast coffee.

During the morning, one of the heavy coffee-break

(Continued on page 63)

JULY, 1953

**An Old Fashioned Cereal
That's Good!**

Distributors who package
or specialize in health foods
will find

MULLER'S CERO

makes an agreeable and
wholesome beverage with a
mild, nutty flavor character-
istic of plump, roasted, gold-
en grain. It's good to drink,
easy to digest and very
inexpensive. Write for
samples.

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New York City

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New Orleans, La.

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*It's
Coffee-er
Coffee!*

S. A. SCHONBRUNN & CO., INC.
77 Water Street, New York, N. Y.



FAITHFUL SERVANTS OF THE COFFEE TRADE

Operating on regular itineraries geared to the needs of the coffee trade; swift, modern Grace Line *Santa* ships provide year-round American-Flag service from the Coffee Ports of:

**COLOMBIA
VENEZUELA
ECUADOR
PERU
and West Coast of
CENTRAL AMERICA**

to

NEW YORK	LOS ANGELES
JACKSONVILLE	SAN FRANCISCO
PHILADELPHIA	SEATTLE
BOSTON	VANCOUVER, B. C.
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Regular Service

From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS



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Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other, LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

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17 Battery Place	305 Board of Trade Bldg.

TO NEW ORLEANS AND OTHER U. S. GULF PORTS... FROM

SOUTH AMERICA

PARANAGUA, SANTOS, RIO DE JANEIRO, VICTORIA
Regular weekly sailings

WEST AFRICA

LUANDA, LOBITO, MATADI, AMBRIZ, AMBRIZETTE, PORTO AMBOIM
Regular three week sailings

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MISSISSIPPI SHIPPING COMPANY, INC. • NEW ORLEANS

AGENTS:
RIO DE JANEIRO: DELTA LINE, INC.
Rua Visconde Inhauma 134
SANTOS: DELTA LINE, INC.
Rua 15 de Novembre 176-178
LUANDA & LOBITO:
Sociedade Luso-Americana, Ltda.
MATADI:
Nieuwe Afrikaansche Handels Vennootschap



Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-W'n—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independence—Independence Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
NYK—Nippon Yusen Kaisha Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Netb—Royal Netherland Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
Wst Cst—West Coast Line, Inc.
Wes-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Mt—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nj—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
7/14	Cstl Avnturer	Grace	LA7/24 SF7/26 Se8/1
7/15	Leon	UFruit	Cristobal ² 7/18 Ho7/24 N07/26
7/20	Vindeggen	UFruit	Cristobal ² 7/24 NY8/1
8/3	L.H. Carl	UFruit	Cristobal ² 8/7 NY8/15
8/6	Anchor Hitch	Grace	LA8/15SF8/18 Se8/24
8/17	Majorka	UFruit	Cristobal ² 8/21 NY8/29
8/18	Leon	UFruit	Cristobal ² 8/21 Ho8/27 N08/29
8/31	Vindeggen	UFruit	Cristobal ² 9/4 NY9/12
9/2	Cstl Nomad	Grace	LA9/11 SF9/14 Se9/20

ACAPULCO

7/29	Cstl Nomad	Grace	Cristobal ² 8/12
8/17	Cstl Avnturer	Grace	Cristobal ² 8/31

AMAPALA

7/10	Cstl Avnturer	Grace	LA7/24 SF7/26 Se8/1
7/10	Leon	UFruit	Cristobal ² 7/18 Ho7/24 N07/26
7/14	Vindeggen	UFruit	Cristobal ² 7/24 NY8/1
7/28	L.H. Carl	UFruit	Cristobal ² 8/7 NY8/15
8/2	Anchor Hitch	Grace	LA8/15 SF8/18 Se8/24
8/3	Cstl Nomad	Grace	Cristobal ² 8/12
8/11	Majorka	UFruit	Cristobal ² 8/21 NY8/29
8/12	Leon	UFruit	Cristobal ² 8/21 Ho8/27 N08/29
8/22	Cstl Avnturer	Grace	Cristobal ² 8/31
2/25	Vindeggen	UFruit	Cristobal ² 9/4 NY9/12
8/29	Cstl Nomad	Grace	LA9/11 SF9/14 Se9/20

ANGRA DOS REIS

7/23	Seafarer	PAB	LA8/12 SF8/14 Va8/21 Se8/22 Po8/25
7/25	Ravanger	Wes-Lar	LA8/19 SF8/22 Po8/28 Se8/30 Va8/31
8/6	Grenanger	Wes-Lar	LA8/31 SF9/3 Po9/9 Se9/11 Va9/12
8/18	Pathfinder	PAB	LA9/7 SF9/9 Va9/16 Se9/17 Po9/20

BARRANQUILLA

7/14	Mataura	UFruit	N07/26
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SAILS	SHIP	LINE	DUE
7/15	Cape Cod	UFruit	NY7/26
7/21	Anchor Hitch	Grace	LA8/15 SF8/18 Se8/24
7/22	C. Cumberland	UFruit	NY8/2
7/28	Mabella	UFruit	N08/9
7/29	Cape Ann	UFruit	NY8/9
8/5	C. Avinof	UFruit	NY8/16
8/11	Mataura	UFruit	N08/23
8/12	Cape Cod	UFruit	NY8/23
8/17	Cstl Avnturer	Grace	LA9/11 SF9/14 Se9/20
8/19	C. Cumberland	UFruit	NY8/30
8/25	Mabella	UFruit	N09/6
8/26	Cape Ann	UFruit	NY9/6

BARRIOS

7/11	Byfjord	UFruit	Ho7/16 N07/19
7/12	Manaqui	UFruit	NY7/20
7/18	Levers Bend	UFruit	Ho7/23 No7/26
7/19	C.H. Stinnes	UFruit	NY7/25
7/24	Mayari	UFruit	Ho7/29 N08/1
7/25	C.G. Thulin	UFruit	NY8/2
7/31	Fiador Knot	UFruit	Ho8/6 N08/8
8/2	Copan	UFruit	NY8/9
8/8	Manaqui	UFruit	NY8/16
8/8	Byfjord	UFruit	Ho8/13 N08/16
8/15	Levers Bend	UFruit	Ho8/20 N08/23
8/16	Marna	UFruit	NY8/22
8/22	Mayari	UFruit	Ho8/27 N08/30
8/23	C.G. Thulin	UFruit	NY8/30
8/29	Fiador Knot	UFruit	Ho9/3 N09/6
8/30	Copan	UFruit	NY9/6

BUENAVENTURA

7/10	Santa Flavia	Grace	LA7/19 SF7/22 Se7/29
7/13	Santa Barbara	Grace	NY7/20
7/20	Santa Maria	Grace	NY7/27
7/27	Santa Luisa	Grace	NY8/3
7/31	Santa Adela	Grace	LA8/10 SF8/12 Se8/20
8/2	La Heve	Independence	LA8/12 SF8/14 Po8/18 Se8/20 Va8/21
8/2	Chili	Independence	LA8/16 SF8/20 Va8/25 Se8/29 Po9/1

Entrust your
Coffee Cargoes
(BRAZIL TO WEST COAST)
to
Pacific-Argentine-Brazil Line

...You Just Can't Beat
P-A-B for Speed, Careful
Handling and Personal
Service!

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BRAZIL LINE, INC.
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tions for 12
passengers



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"IN OTHER CITIES CONTACT GRACE OR LYKES"

SAILS	SHIP	LINE	DUE
8/3	Santa Cecilia	Grace	NY8/10
8/8	Santa Eliana	Grace	LA8/17 SF8/19 Se8/25
8/23	Santa Juana	Grace	LA9/1 SF9/3 Se9/11
9/6	Santa Elisa	Grace	LA9/15 SF9/17 Se9/25

CARTAGENA

7/15	Mataura	UFruit	N07/26
7/16	Cape Cod	UFruit	NY7/26
7/18	Santa Paula	Grace	NY7/22
7/23	C. Cumberland	UFruit	NY8/2
7/25	Santa Rosa	Grace	NY7/29
7/29	Mabella	UFruit	N08/9
7/30	Cape Ann	UFruit	NY8/9
8/1	Santa Paula	Grace	NY8/5
8/6	C. Avinof	UFruit	NY8/16
8/8	Santa Rosa	Grace	NY8/12
8/12	Mataura	UFruit	N08/23
8/13	Cape Cod	UFruit	NY8/23
8/20	C. Cumberland	UFruit	NY8/30
8/26	Mabella	UFruit	N09/6
8/27	Cape Ann	UFruit	NY9/6

CHAMPERICO

7/15	Cstl Avnturer	Grace	LA7/24 SF7/26 Se8/1
8/7	Anchor Hitch	Grace	LA8/15 SF8/18 Se8/24
9/3	Cstl Nomad	Grace	LA9/11 SF9/14 Se9/20

CORINTO

7/10	Cstl Avnturer	Grace	LA7/24 SF7/26 Se8/1
7/10	La Hague	Independence	LA7/17 SF7/19 Po7/23 Se7/25 Va7/26
7/12	Vindeggen	UFruit	NY8/1
7/26	L.H. Carl	UFruit	NY8/15
8/2	Anchor Hitch	Grace	LA8/15 SF8/18 Se8/24
8/5	La Heve	Independence	LA8/12 SF8/14 Po8/18 Se8/20 Va8/21
8/6	Cstl Nomad	Grace	Cristobal' 8/12
8/9	Majorka	UFruit	NY8/29
8/10	Leon	UFruit	Cristobal' 8/21 Ho8/27 No8/20
8/21	Cstl Avnturer	Grace	Cristobal' 8/31
8/23	Vindeggen	UFruit	NY9/12
8/29	Cstl Nomad	Grace	LA9/11 SF9/14 Se9/20

CRISTOBAL

7/13	Majorka	UFruit	NY7/20
7/14	Santa Barbara	Grace	NY7/20
7/20	Mataura	UFruit	N07/26
7/21	Santa Maria	Grace	NY7/27
7/25	Vindeggen	UFruit	NY8/1
7/28	Santa Luisa	Grace	NY8/3
8/3	Mabella	UFruit	N08/9
8/4	Santa Cecilia	Grace	NY8/10
8/8	L.H. Carl	UFruit	NY8/15
8/17	Mataura	UFruit	N08/23
8/22	Majorka	UFruit	NY8/29
8/31	Mabella	UFruit	N09/6

DAR es SALAAM

7/19	Mayo	Lykes	N08/25
7/20	Afr Moon	Farrell	NY8/19
8/12	Afr Sun	Farrell	NY9/11

EL SALVADOR

7/11	La Hague	Independence	LA7/17 SF7/19 Po7/23 Se7/25 Va7/26
7/14	Wyoming	French	LA7/25 SF7/28 Va8/1 Se8/4 Po8/8
7/15	Bernieres	French	LA7/28 SF7/31 Po8/4 Se8/5 Va8/6
7/29	Tritone	Italian	LA8/7 SF8/10 Va8/15 Se8/19 Po8/23
8/5	Chili	French	LA8/16 SF8/20 Va8/25 Se8/29 Po9/1
8/6	La Heve	Independence	LA8/12 SF8/14 Po8/18 Se8/20 Va8/21
8/19	Nereide	Italian	LA8/28 SF8/31 Va9/5 Se9/9 Po9/13

GUATEMALA

7/12	La Hague	Independence	LA7/17 SF7/19 Po7/23 Se7/25 Va7/26
7/19	Wyoming	French	LA7/25 SF7/28 Va8/1 Se8/4 Po8/8
7/30	Tritone	Italian	LA8/7 SF8/10 Va8/15 Se8/19 Po8/23
8/10	Chili	French	LA8/16 SF8/20 Va8/25 Se8/29 Po9/1
8/20	Nereide	Italian	LA8/28 SF8/31 Va9/5 Se9/9 Po9/13

GUAYAQUIL

7/27	Santa Adela	Grace	LA8/10 SF8/12 Se8/20
8/19	Santa Juana	Grace	LA9/1 SF9/3 Se9/11

SAILS SHIP LINE DUE

LA GUAIRA

7/16 Santa Paula Grace NY7/22
7/23 Santa Rosa Grace NY7/29
7/30 Santa Paula Grace NY8/5
8/6 Santa Rosa Grace NY8/12

LA LIBERTAD

7/13 Cstl Avnturer Grace LA7/24 SF7/26 Se8/1
7/14 Leon Ufruit Cristobal² 7/18 Ho7/24 N07/26
7/18 Vindeggen Ufruit Cristobal² 7/24 NY8/1
8/1 H.L. Carl Ufruit Cristobal² 8/7 NY8/15
8/2 Cstl Nomad Grace Cristobal¹ 8/12
8/5 Anchor Hitch Grace LA8/15 SF8/18 Se8/24
8/15 Majorka Ufruit Cristobal² 8/21 NY8/29
8/16 Leon Ufruit Cristobal² 8/21 Ho8/27 N08/29
8/21 Cstl Avnturer Grace Cristobal¹ 8/31
8/29 Vindeggen Ufruit Cristobal² 9/4 NY9/12
9/1 Cstl Nomad Grace LA9/11 SF9/14 Se9/20

LA UNION

7/12 Cstl Avnturer Grace LA7/24 SF7/26 Se8/1
7/12 Leon Ufruit Cristobal² 7/18 Ho7/24 N07/26
7/16 Vindeggen Ufruit 7/24 NY8/1
7/30 L.H. Carl Ufruit Cristobal² 8/7 NY8/15
8/4 Cstl Nomad Grace Cristobal¹ 8/12
8/4 Anchor Hitch Grace LA8/15 SF8/18 Se8/24
8/13 Majorka Ufruit Cristobal² 8/21 NY8/29
8/14 Leon Ufruit Cristobal² 8/21 Ho8/27 N08/29
8/23 Cstl Avnturer Grace Cristobal¹ 8/31
8/27 Vindeggen Ufruit Cristobal² 9/4 NY9/12
8/31 Cstl Nomad Grace LA9/11 SF9/14 Se9/20

LIMON

7/13 C. Avinof Ufruit NY7/19
7/18 Mataura Ufruit N07/26
7/20 Cape Cod Ufruit NY7/26
7/27 C. Cumberland Ufruit NY8/2
8/1 Mabella Ufruit N08/9

SAILS SHIP LINE DUE

8/3 Cape Ann Ufruit NY8/9
8/15 Mataura Ufruit N08/23
8/17 Cape Cod Ufruit NY8/23
8/24 C. Cumberland Ufruit NY8/30
8/29 Mabella Ufruit N09/6
8/31 Cape Ann Ufruit NY9/6

LOBITO

7/10 Del Campo Delta N08/8
7/22 Tulane Am-W Afr NY8/31
7/24 Afr Glade Farrell NY8/27
7/27 Afr Pilgrim Farrell NY8/17
8/1 Del Rio Delta N08/26
8/24 Tabor Am-W Afr NY9/30
8/24 Afr Patriot Farrell NY9/14
8/31 Del Sol Delta N09/25

LUANDA

7/19 Tulane Am-W Afr NY8/31
7/21 Afr Glade Farrell NY8/27
7/24 Afr Pilgrim Farrell NY8/17
7/25 Del Rio Delta N08/26
8/21 Afr Patriot Farrell NY9/14
8/21 Tabor Am-W Afr NY9/30
8/26 Del Sol Delta N09/25

MARACAIBO

7/12 Santa Monica Grace Pa7/20 NY7/21
7/23 Anchor Hitch Grace LA8/15 SF8/18 Se8/24
8/19 Cstl Nomad Grace LA9/11 SF9/14 Se9/20

MATADI

7/17 Tulane Am-W Afr NY8/31
7/18 Afr Glade Farrell NY8/27
7/21 Afr Pilgrim Farrell NY8/17
7/22 Del Rio Delta N08/26
8/18 Afr Patriot Farrell NY9/14

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When you want it...

Your coffee arrives in perfect condition at our modern terminal at Pier 25, North River, New York, in just 13 days from Santos—12 days from Rio—when it comes via Argentine State Line. Our large fleet of modern freighters, plus three new passenger liners—RIO DE LA PLATA, EVITA and RIO JACHAL—operate a swift, dependable cargo service between East Coast of South America ports and New York. Your coffee is handled by experienced, efficient crews, in and out of immaculate holds, assuring a minimum of bag damage and flavor contamination from dockside in Rio or Santos to truck or lighter in New York.

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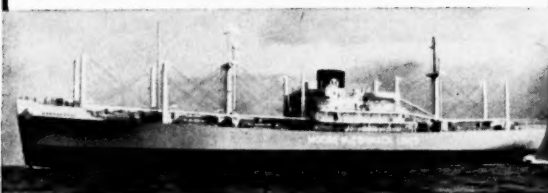
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SAILS SHIP LINE DUE

8/19 Tabor Am-W Afr NY9/30
 8/23 Del Sol Delta N09/25

MOMBASA

7/10 Afr Moon Farrell NY8/19
 8/1 Mayo Lykes N08/25
 8/2 Afr Sun Farrell NY9/11
 8/5 Silvermoon JavPac LA10/1 SF10/6 Po10/12 Se10/15 Va10/17
 8/25 Tyson Lykes N09/18
 9/1 Samarinda JavPac LA10/31 SF11/5 Po11/5 Se11/15 Va11/17
 10/2 Lombok JavPac LA12/1 SF12/6 Po12/12 Se12/15 Va12/17

PARANAGUA

7/11 Mormacgulf Mormac LA8/5 SF8/7 Va8/12 Se8/14 Po8/16
 7/13 Mormacisle Mormac Jx8/2 Bo8/6 NY8/7 Pa8/9 Ba8/10
 7/14 Arendsyk Hol-Int NY8/3 Bo8/5 Pa8/7 Ba8/8 Nf8/11
 7/16 Mormacdawn Mormac NY8/4 Bo8/7 Pa8/9 Ba8/11
 7/17 Seafarer PAB LA8/12 SF8/14 Va8/21 Se8/22 Po8/25
 7/20 Sameland Brodin Ba8/6 NY8/8 Bo8/10 Pa8/12
 7/22 Mormacteal Mormac Ba8/12 Pa8/14 NY8/16 Bo8/19 Mf8/23
 7/24 Ravnanger Wes-Lar LA8/19 SF8/22 Po8/28 Se8/30 Va8/31
 7/27 Campero Doder NY8/16 Bo8/19 Pa8/20 Ba8/21 Nf8/22
 7/27 Del Viento Delta N08/19 Ho8/24
 7/30 Mormacrey Mormac LA2/24 SF8/26 Va8/31 Se9/2 Po9/4
 7/31 Mormacdale Mormac Bo8/20 NY8/22 Pa8/25 Ba8/26 Nf8/27
 7/31 Grenanger Wes-Lar LA8/31 SF9/3 Po9/9 Se9/11 Va9/12
 8/6 Mormacoak Mormac Jx8/26 Ba8/28 Pa8/30 NY8/31 Bo9/3 Mf9/7
 8/10 Del Valle Delta N09/1 Ho9/6
 8/12 Pathfinder PAB LA9/7 SF9/9 Va9/16 Se9/17 Po9/20
 8/26 Del Monte Delta N09/19 Ho9/24
 9/14 Del Santos Delta N010/7 Ho10/12

PORT SWETTENHAM

7/14 Fernside Barb-Frn Gulf 8/30
 7/15 Van Buren Am-Pres NY8/31 Bo9/5
 8/1 Glenville Barb-Frn Gulf 9/16
 8/13 Arthur Am-Pres NY9/29 Bo10/4
 8/14 Belleville Barb-Frn Gulf 9/30
 8/28 Johnson Am-Pres NY10/14 Bo10/19
 8/30 Fernhill Barb-Frn Gulf 10/16

PUERTO CABELLO

7/16 Santa Paula Grace NY7/22
 7/23 Santa Rosa Grace NY7/29
 7/30 Santa Paula Grace NY8/5
 8/6 Santa Rosa Grace NY8/12

PUNTARENUS

7/10 Vindeggen Ufruit Cristobal² 7/24 NY8/1
 7/12 Anchor Hitch Grace Cristobal¹ 7/15
 7/12 Anchor Hitch Grace Cristobal¹ 7/15
 7/24 L.H. Carl Ufruit Cristobal² 8/7 NY8/15
 7/25 Tritone Italian LA8/7 SF8/10 Va8/15 Se8/19 Po8/23
 7/30 Anchor Hitch Grace LA8/15 SF8/18 Se8/24
 8/4 La Heve Independence LA8/12 SF8/14 Po8/18 Se8/20 Va8/21
 8/7 Majorka Ufruit Cristobal² 8/21 NY8/29
 8/8 Leon Ufruit Cristobal² 8/21 Ho8/27 N08/29
 8/10 Cstl Nomad Grace Cristobal¹
 8/15 Nereide Italian LA8/28 SF8/31 Va9/5 Se9/9 Po9/13
 8/21 Vindeggen Ufruit Cristobal² 9/4 NY9/12
 8/26 Cstl Nomad Grace LA9/11 SF9/14 Se9/20
 8/27 Cstl Avnturer Grace Cristobal¹ 8/31

RIO de JANEIRO

7/13 Del Alba Delta N07/31 Ho8/5
 7/15 Hornero Doder N07/29 Ho8/1
 7/18 Arendsyk Hol-Int NY8/3 Bo8/5 Pa8/7 Ba8/8 Nf8/11
 7/19 Uruguai Lloyd NY8/3
 7/22 Mormacrey Mormac LA8/24 SF8/26 Va8/31 Se9/2 Po9/4
 7/23 Sameland Brodin Ba8/6 NY8/8 Bo8/10 Pa8/12
 7/23 Argentina Mormac NY8/4
 7/23 Del Mar Delta N08/6
 7/24 Seafarer PAB LA8/12 SF8/14 Va8/21 Se8/22 Po8/25
 7/26 Ravnanger Wes-Lar LA8/19 SF8/22 Po8/28 Se8/30 Va8/31
 7/30 Campero Doder NY8/16 Bo8/19 Pa8/20 Ba8/21 Nf8/22
 8/1 Del Viento Delta N08/19 Ho8/24
 8/5 Brazil Mormac NY8/17
 8/6 Del Norte Delta N08/20

SAILS	SHIP	LINE	DUE
8/7	Grenanger	Wes-Lar	LA8/31 SF9/3 Po9/9 Se9/11 Va9/12
8/15	Del Valle	Delta	N09/1 Ho9/6
8/19	Pathfinder	PAB	LA9/7 SF9/9 Va9/16 SF9/17 Po9/20
8/20	Del Sud	Delta	N09/3
8/31	Del Monte	Delta	N09/19 Ho9/24
9/10	Del Mar	Delta	N09/24
9/12	Del Santos	Delta	N010/7 Ho10/12
9/24	Del Norte	Delta	N010/8

SAN JOSE

8/1	Csti Nomad	Grace	Cristobal 8/12
8/20	Csti Avnturer	Grace	Cristobal 8/31

SANTOS

7/11	Mormacsurf	Mormac	Ba7/25 Pa7/27 NY7/29 Bo8/2 M18/6
7/11	Del Alba	Delta	N07/31 Ho8/5
7/16	Arendsdyk	Hol-Int	NY8/3 Bo8/5 Pa8/7 Ba8/8 N18/11
7/17	Mormacisle	Mormac	Jx8/2 Bo8/6 NY8/7 Pa8/9 Ba8/10 N18/11
7/18	Uruguai	Lloyd	NY8/3
7/20	Mormacdawn	Mormac	NY8/4 Bo8/7 Pa8/9 Ba8/11
7/21	Argentina	Mormac	NY8/4
7/22	Sameland	Brodin	Ba8/6 NY8/8 Bo8/10 Pa8/12
7/22	Del Mar	Delta	N08/6
7/22	Ravnanger	Wes-Lar	LA8/19 SF8/22 Po8/28 Se8/30 Va8/31
7/22	Seafarer	PAB	LA8/12 SF8/14 Va8/21 Se8/22 Po8/25
7/27	Mormacteal	Mormac	Ba8/12 Pa8/14 NY8/16 Ba8/19 M18/23
7/28	Mormacrey	Mormac	LA8/24 SF8/26 Va8/31 Se9/2 Po9/4
7/29	Campero	Dodero	NY8/16 Bo8/19 Pa8/20 Ba8/21 N18/22
7/30	Del Viento	Delta	N08/19 Ho8/24
8/3	Brazil	Mormac	NY8/17
8/4	Mormacdale	Mormac	Bo8/20 NY8/22 Pa8/25 Ba8/26 N18/27
8/5	Del Norte	Delta	N08/20
8/5	Grenanger	Wes-Lar	LA8/31 SF9/3 Po9/9 Se9/11 Va9/12
8/10	Mormacoak	Mormac	Jx8/26 Ba8/28 Pa8/30 NY8/31 Bo9/3 M19/7
8/13	Del Valle	Delta	N09/1 Ho9/6
8/17	Pathfinder	PAB	LA9/7 SF9/9 Se9/17 Po9/20
8/19	Del Sud	Delta	N09/3
8/29	Del Monte	Delta	N09/19 Ho9/24
9/9	Del Mar	Delta	N09/24
9/17	Del Santos	Delta	N010/7 Ho10/12
9/23	Del Norte	Delta	N010/8

TAMPICO

7/10	Stegholm	Swed-Am	M17/22
7/23	Tunaholm	Swed-Am	M18/5
8/13	Danaholm	Swed-Am	M18/27

VERA CRUZ

7/21	Tunaholm	Swed-Am	M18/5
8/10	Danaholm	Swed-Am	M18/27

VICTORIA

7/15	Del Alba	Delta	N07/31 Ho8/5
8/3	Del Viento	Delta	N08/19 Ho8/24
8/17	Del Valle	Delta	N09/1 Ho9/6
9/2	Del Monte	Delta	N09/19 Ho9/24
9/21	Del Santos	Delta	N010/7 Ho10/12

TEA BERTHS

CALCUTTA

8/7	City Khartoum	Eil-Buck	Bo9/8 NY9/9 Pa9/12 N19/15 Ba9/17
8/7	City Liverpool	Eil-Buck	St Jo9/10 M19/15
8/8	Limburg	JavPac	LA9/13 SF9/17 Va9/23 Se9/26 Po9/29
9/8	Kertosono	JavPac	SF10/14 LA10/18 Po11/2 Se11/6 Va11/9
10/8	Roebiah	JavPac	SF11/13 La11/17 Po12/2 Se12/6 Va12/9

COCHIN

7/14	Garfield	Am-Pres	NY8/19 Bo8/24
7/26	Van Buren	Am-Pres	NY8/31 Bo9/5
8/11	Polk	Am-Pres	NY9/16 Bo9/21
8/24	Arthur	Am-Pres	NY9/29 Bo10/4

COLOMBO

7/11	Garfield	Am-Pres	NY8/19 Bo8/24
7/11	Virginia	Lykes	N08/26

¹ Accepts freight for New York, with transshipment at Cristobal, C. Z.

² Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

JULY, 1953

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to United States markets ...
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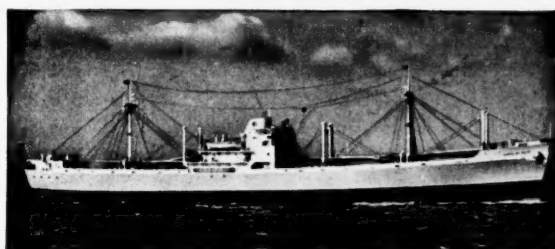
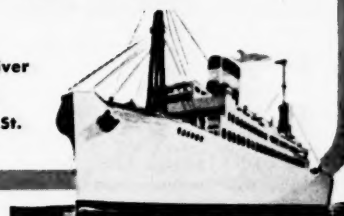
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Montreal: Robert Reford Co. Ltd. • Detroit: W. J. Maddock & Co.

SAILS	SHIP	LINE	DUE
7/19	Silverbeam	JavPac	LA9/1 SF9/6 Po9/14 Se9/17 Va9/19
7/19	Fernside	Barb-Frn	Gulf 8/30
7/23	Van Buren	Am-Pres	NY8/31 Bo9/5
8/6	Glenville	Barb-Frn	Gulf 9/16
8/8	Polk	Am-Pres	NY9/16 Bo9/21
8/9	Else	Maersk	NY9/13
8/10	Elizabeth	Lykes	N09/26
8/19	Belleville	Barb-Frn	Gulf 9/30
8/21	Silvercrest	JavPac	LA10/5 SF10/9 Po10/16 Se10/19 Va10/21
8/21	Arthur	Am-Pres	NY9/29 Bo10/4
8/28	Silvermoon	JavPac	LA10/1 Po10/2 SF10/6 Se10/15 Va10/17
9/21	Salatiga	JavPac	LA11/4 SF11/8 Po11/15 Se11/18 Va11/20
9/22	Samarinda	JavPac	LA10/31 SF11/5 Po11/12 Se11/15 Va11/17

DJAKARTA

7/12	Glenville	Barb-Frn	Gulf 9/16
7/20	Else	Maersk	NY9/13
7/29	Belleville	Barb-Frn	Gulf 9/30
8/12	Fernhill	Barb-Frn	Gulf 10/16
8/20	Oluf	Maersk	NY10/15

HONG KONG

7/16	Philippine	PacTrans	SF8/4 LA8/6
7/18	Chastine	Maersk	NY8/30
7/19	Polk	Am-Pres	NY9/16 Bo9/21
7/20	Lake	Pioneer	NY9/6
7/30	Arthur	Am-Pres	NY9/29 Bo10/4
8/3	Trein	Maersk	NY9/17
8/13	Johnson	Am-Pres	NY10/14 Bo10/19
8/18	Maren	Maersk	NY9/30
8/28	Grant	Am-Pres	NY10/28 Bo11/2
9/3	Nicoline	Maersk	NY10/16

KOBE

7/10	Hulda	Maersk	NY8/17
7/14	Polk	Am-Pres	NY9/16 Bo9/21
7/15	Ymshta Maru	Yamashita	SF8/3 LA8/5 Cr8/15 NY8/20
7/20	Philippine	PacTrans	SF8/4 LA8/6
7/24	Arthur	Am-Pres	NY9/29 Bo10/4

SAILS	SHIP	LINE	DUE
7/25	Chastine	Maersk	NY8/30
7/25	Lake	Pioneer	NY9/6
8/8	Johnson	Am-Pres	NY10/14 Bo10/19
8/9	Dale	Pioneer	NY9/20
8/10	Trein	Maersk	NY9/17
8/22	Grant	Am-Pres	NY10/28 Bo11/2
8/25	Maren	Maersk	NY9/30
9/10	Nicoline	Maersk	NY10/16

SHIMIZU

7/12	Hulda	Maersk	NY8/17
7/18	Ymshta Maru	Yamashita	SF8/3 LA8/5 Cr8/15 NY8/20
7/22	Philippine	PacTrans	SF8/4 LA8/6
7/27	Chastine	Maersk	NY8/30
8/11	Dale	Pioneer	NY9/20
8/12	Trein	Maersk	NY9/17
8/27	Maren	Maersk	NY9/30
9/12	Nicoline	Maersk	NY10/16

TANGA

7/13	Afr Moon	Farrell	NY8/19
7/25	Mayo	Lykes	N08/25
8/5	Afr Sun	Farrell	NY9/11
8/18	Tyson	Lykes	N09/18

YOKOHAMA

7/11	Polk	Am-Pres	NY9/16 Bo9/21
7/15	Hulda	Maersk	NY8/17
7/20	Ymshta Maru	Yamashita	SF8/3 LA8/5 Cr8/15 NY8/20
7/21	Arthur	Am-Pres	NY9/29 Bo10/4
7/23	Philippine	PacTrans	SF8/4 LA8/6
7/27	Lake	Pioneer	NY9/6
7/31	Chastine	Maersk	NY8/30
8/5	Johnson	Am-Pres	NY10/14 Bo10/19
8/12	Dale	Pioneer	NY9/20
8/15	Trein	Maersk	NY9/17
8/19	Grant	Am-Pres	NY10/28 Bo11/2
8/31	Maren	Maersk	NY9/30
9/15	Nicoline	Maersk	NY10/16

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Telephone Nos. 758 & 1632

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Supply—1st of Month Brazil	Others	Month Total
1952							
March	1,002	952	732	1,684	1,033	504	1,537
April	1,569	908	786	1,694	953	458	1,411
May	1,074	617	588	1,205	749	442	1,191
June	1,179	616	605	1,221	808	405	1,213
July	1,300	756	756	1,512	754	406	1,160
August	1,130	645	458	1,103	659	352	1,011
September	1,772	974	514	1,488	1,021	366	1,387
October	1,724	1,182	819	2,001	1,036	436	1,572
November	1,235	760	557	1,317	773	296	1,069
December	2,002	955	894	1,849	822	216	1,038
1953							
January	1,764	804	942	1,746	730	321	1,051
February	1,733	721	948	1,669	756	441	1,197
March	1,666	734	1,022	1,756	832	438	1,270
April	2,039	753	1,351	2,104	835	375	1,210
May	1,080	539	663	1,202	644	403	1,047
June	1,418	550	744	1,294	475	374	849

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The coffee outlook

The past month was quite an eventful one in the coffee market.

Things happened in retail coffee prices, in reactions to possibilities of cruzeiro devaluation, in response to the ship strike.

Developments in retail coffee prices emerged as the most significant occurrence. A & P started the downward slide with an announcement of a price cut of four cents a pound, on its own bag-packed blends.

A&P hit hard in its newspaper advertising. Large space ads were headlined "Special Sale of A&P Coffee!" The ads declared, "We Haven't Had Lower Prices on A&P Coffee in Two Years!" The three brands—Eight O'Clock, Red Circle and Bokar—were pictured prominently, with the prices underneath each—77, 78, and 79 cents.

About the same time, Grand Union put through reductions of six, five and four cents on its Early Morn, Fresh Pak and Grand Union Brands, bringing them to 75, 77 and 79 cents.

Food Fair and other outlets quickly followed suit.

The cuts just about eliminated any of the advances that

had remained after the sharp price rise following decontrol in March.

The trade watched closely developments relating to cruzeiro exchange.

A stir was caused by a short-lived lower court ruling in Brazil which declared coffee could operate on free cruzeiro exchange. Higher courts and the Ministry of Finance quickly put an end to this ruling.

Another flurry occurred when Finance Minister Horacio Lafer resigned along with half a dozen other Ministers.

But Oswaldo Aranha, named to succeed Mr. Lafer, promptly made it clear that the cruzeiro would not be devalued.

The threat of the maritime strike, and its actual existence for a short period, tended to firm up spot prices. Roasters moved into the market to pick up what they could, as a safeguard against a long-drawn out tie-up.

A longterm prediction was ventured by The Chase National Bank. "Price fluctuations greater than those of the last three years are bound to recur," the bank commented. "But in the long run, market expansion should help to keep coffee supply and demand in balance at reasonable prices.

OVER TWENTY-FIVE YEARS OF CONTINUOUS DEPENDABLE SERVICE TO THE COFFEE TRADE

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N. Y. Phone: BOWling Green 9-0780

Free And Bonded Warehouses

the Dannemiller story

(Continued from page 21)

wholesalers who banded together for more efficient operation. As part of that objective they originated their own brands.

While the Dannemiller Coffee Co. might be correctly described as private label packers, that suggests only half the picture. The company supplies the product to its customers, true. But it also supplies merchandising—geared to help those customers sell the product to the ultimate consumers.

Aggressive selling programs—for the benefit of its customers—are undoubtedly one of the keys to the success of the company.

A recent brochure mailed by Dannemiller to prospective accounts cited some of the merchandising aids. Included were: poster service, attractive price cards, marketing service, package planning, premium promotions.

Also stressed, of course, were quality and competitive prices.

In Dannemiller's sales departments are coffee merchandising specialists who are constantly working with the firm's customers, helping them in the profitable selling of their private brand coffees and teas. Most of these men have been with Dannemiller for a great many years.

Dannemiller makes sure it is always represented at top conventions of wholesalers, supermarkets and chains, including state and regional meetings. The aim, of course, is to help the Dannemiller representatives increase their private

label coffee and tea sales. But that's only part of the reason. The other part is basic Dannemiller policy: Give the men every opportunity to keep posted on new merchandising ideas.

Three generations of the Dannemiller family have owned and operated the company since it was founded. The fourth generation is already in the firm.

Founder Benedict's son, Edward, was the first president of the present corporation, formed after the company moved from Canton to Brooklyn. At that time the oldest of Edward's three sons, Albert J., was sales manager.

Later Edward's other two sons, Edward I. and Benedict J., joined the corporation, and Albert J., became general manager.

In 1939, at the age of 89, Edward Dannemiller passed away. Before his death, Albert J. was elected president and Edward I. was named vice president. Today Albert J. is still president and Edward I. fills the post of executive vice president.

The fourth generation came into the picture when the sons of Albert J.—Albert J. Dannemiller, Jr., and Edward F.—joined the firm. Both served in the Armed Forces during the war, but Albert J., Jr., was killed in action in 1943. Edward F. is now secretary of the company.

This June Thomas E., son of Edward I., joined the company after serving three years in the Navy as a lieutenant.

Dannemiller management is a well-knit, smoothly working team, with an air of quiet solidity and tremendous drive.

Backing President Albert J. and Executive Vice President

(Continued on page 63)

MALZONI & CO., LTD.

Coffee Exporters
SANTOS - BRAZIL

Represented in all U.S.A. by
OTIS, McALLISTER CO.

ORTEGA AND EMIGH, INC.

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Quality Coffees From

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COFFEE

STEWART, CARNAL & CO., LTD.

IMPORTERS
NEW ORLEANS

Direct Connections in Most Coffee Producing Countries

Editorials

Better than ground coffee?

Some of the more fiery promotion to be found in the coffee field these days has been turned loose by packers moving aggressively into solubles.

Reaching for new, fresh themes, this advertising has in some cases succeeded in being startling. This was true of the introductory campaign by one packer who launched his own instant by attacking all others.

Under the pressure of mounting soluble competition, claims have been, at times, extravagant: "Ground coffee flavor and aroma instantly!" "With real roaster fresh flavor . . . it's all coffee!"

The furthest the claims have gone is to suggest that the soluble is as good as ground coffee. And that's going pretty far.

Now comes an instant coffee campaign which goes still farther. So much so that coffee men are incredulous at the temerity of the advertising claims.

This campaign is the one launched by The Nestle Co., Inc., White Plains, N. Y., to introduce its new Nescafe Instant Coffee, a pure soluble without added carbohydrates.

In its opening barrage, Nescafe took large newspaper space to proclaim: "New Nescafe 100% Pure Instant Coffee Is First to Guarantee You'll Get Better Flavor Than with Ground Coffee."

In one respect, at least, this statement is probably correct. No other company, so far as we know, has dared to advance such a guarantee.

Probably the reason is that coffee men know that no soluble generally available on the market today has a flavor as good as ground coffee—let alone better.

For a while some members of the trade thought the initial ad was a single outburst by Nestle, to be followed by a less violent program. But about a month later the theme was unloosed in a second barrage of newspaper advertising.

The ads go the limit. Here's one excerpt: "So extra coffee rich, so flavor-packed with pure coffee goodness . . . that cup after cup, we can guarantee you'll enjoy richer, heartier flavor with new Nescafe than any ground coffee gives you."

What Nestle guarantees is that if you don't agree you get better flavor with the new Nescafe, and if you send them the unfinished jar, they'll give you back your money.

If housewives were prone to more follow-through on such matters, we suspect Nestle would be asked to shell out purchase money on a lot of jars of the new Nescafe.

Instant coffees have made tremendous progress, especially in the postwar years. This has been progress toward the

objective of a flavor identical to the flavor of ground coffee.

But while enormous advances have been made, coffee men generally recognize that the objective has not been reached by a commercially available soluble.

When that objective is achieved, if it ever is, the coffee industry may be in for a revolution. But there's a long way yet to go . . .

We want to make it clear beyond any doubt that we are not questioning instant coffee.

We feel there is a place for instants, a place which is only now emerging into its true proportions. We felt that way when some elements in the industry considered solubles a dire menace to ground coffee.

We point out now, as we did then, that the impact of solubles on the coffee industry has on the whole been favorable. Instant coffee consumption is, in the main, supplementary to regular coffee consumption. It frequently opens a channel for coffee absorption where regular coffee is not in the picture.

The net effect has been an overall increase in the size of the coffee market in this country.

So it is not the place of solubles we are questioning.

We do question the right of a company to attempt to advance its own soluble brand position at the expense of regular coffee—and to do it with claims beyond any justification in fact.

Wild claims may have shock value, for the moment. But it has been demonstrated time and again they provide no foundation for solid, profitable long run volume.

Instant coffees will continue to make their way on their own merit, distinct and recognized in their own right.


We suspect an adjustment in industry thinking on solubles is in the making. Expansion of the instants has been rapid. They now account for a significant proportion of coffee cup volume in this country.

Yet in industry promotion and in overall policies instants are usually overlooked, or given unduly light emphasis.

This is understandable, in view of the attitudes toward solubles which at one time prevailed widely in the industry, and are still in existence.

But the fact of instant coffee volume today requires a re-examination of attitudes. A new approach may reveal new opportunities, with benefit to the entire coffee industry, in the producing countries as well as here and including the packers of solubles.

Any such advance however, will be seriously hindered by campaigns for an individual brand of instant coffee based on unrestrained claims that they are better than ground coffee.



*Importers
to the Tea Trade
since 1846*

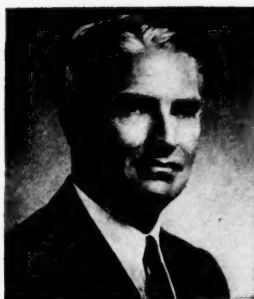
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Carter, Macy Company, Inc.

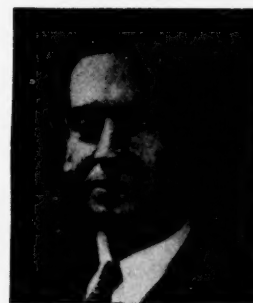
37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A

Smallwood: "Tea consumption is rising faster now than any time in past five years."



Hyde: "Consumption of hot tea is growing, as well as consumption of iced tea beverage."



Winokur: "Increase proves soundness of cooperative promotion program now underway."

tea sales in U. S. continue to grow

Tea consumption in the United States is on the way up.

This trend was underlined by Anthony Hyde, executive director of the Tea Council of the U.S.A., in a report to the executive committee of that organization.

Mr. Hyde declared in the report.

"All indications are that tea consumption in the United States is steadily on the upgrade," Mr. Hyde declared in the report. "Imports for the first quarter of 1953 were ahead 20 per cent compared to the same quarter in 1952. For the 12 months ending March 31st, 1953, they were up 18 per cent over the previous 12 months."

All of the major producing countries participated in this increase, Mr. Hyde added. Imports from India increased 31 per cent; from Ceylon 33 per cent and from Indonesia 14 per cent, he said.

"Imports do not necessarily reflect current consumption because imports may be going into stocks," he pointed out. "The Tea Council conducts a quarterly survey of tea stocks, however, and when imports are corrected for stock fluctuations, we get a figure that corresponds roughly to tea packers' sales to grocers and to restaurants and institutional customers—which is an approximate measure of current consumption. The quarterly Tea Stock Survey shows an increase in consumption of 11 per cent for the 12 months ending March 31st, 1953, compared to the previous 12 months. The increase for the first quarter of 1953 was 6 per cent.

"We also have another measure of tea packers sales based on the contributions of those packers who contribute one cent a pound to the Tea Council on their sales of packaged tea. For the year ending March 31st, 1953, sales of this group of packers, which includes the majority of all tea sold in the U.S.A., was up 9 per cent, compared with the previous year. The increase for the first quarter of 1953 was 15 per cent compared to the same quarter of 1952.

"In addition to the three foregoing yardsticks, we have the A. C. Nielsen Index of tea sales in grocery stores, which is based on a nationwide sample of stores. The Nielsen Index for the 12 months ending with March, 1953, is up 9 per cent over the previous 12 months. Likewise the two-

month reporting period of February-March is also up 9 per cent, compared to the same period in 1952.

"With all indicators pointing in the same direction, there can be no question that tea consumption in the U. S. is growing. Because of the period of time covered, we can be sure that consumption of hot tea is growing, as well as consumption of iced tea.

"Last summer we had unusually hot weather, which always increases consumption of iced tea. We shall be comparing consumption this summer against the very high rate of last year. It will be interesting to see whether sales in the next six months will continue to rise in spite of last summer's peak.

With his report, Mr. Hyde submitted tables showing imports and packers sales.

The packer sales, as reflected by the Tea Council's quarterly Tea Stock Survey, reached 100,759,000 pounds in the 12 months ending March 31st, 1953, compared to 90,445,000 pounds the previous 12 months.

First quarter packer sales this year hit 25,248,000 pounds, as against 23,812,000 in the comparative period of 1952.

Robert B. Smallwood, chairman of the Tea Council, declared that "tea consumption in the U.S.A. is rising faster now than in any time in the past five years, and it will continue to increase according to all signs. Americans in all walks of life are drinking more hot tea and more iced tea than ever before.

His statements, Mr. Smallwood said, were based not only on reliable statistics, but on first-hand observations of all segments of the tea, grocery and restaurant trades.

"Regional tea packers, smaller local packers, as well as importers all report a very healthy demand for tea," Mr. Smallwood stated. "Grocers all over America tell us the same thing. So do restaurants and hotels.

"We may yet live to see the U.S.A. become a tea-drinking country as it was in George Washington's and Benjamin Franklin's time," he added with a smile.

Samuel Winokur, president of the Tea Association of the U.S.A., saw in the current and continuing increase in tea

(Continued on page 48)

White Rose Redi-Tea, liquid concentrate, launched in New York

A new tea product has been launched in the New York City market.

Seeman Bros., Inc., used substantial newspaper advertisements to announce White Rose Redi-Tea, a bottled liquid concentrate.

The product is mildly pre-sweetened. All the consumer need do to get iced tea is add ice water. It can be sweetened further and lemon added to suit individual tastes.

Redi-Tea is aimed primarily at the iced tea market, although it can also be used for hot tea, Samuel Winokur, vice president of Seeman Bros., explained.

As yet Seeman Bros. considers Redi-Tea an experiment, Mr. Winokur indicated. What will be developed as a long-term policy will depend on how consumers take to it.

He said initial reactions, as reported by the grocery outlets which had taken it on, were quite favorable, but it was too early to draw any conclusions.

The concentrate is now being packed for Seeman Bros., although the company might decide to go into production on its own, if the situation warrants.

The increasing significance of the convenience factor in consumer buying as indicated for example, by the success of instant coffee was behind the decision by Seeman Bros. to test the bottled concentrate.

Redi-Tea was selling in the New York area at 19 cents for an eight-ounce bottle, 39 cents for the 16-ounce size.

The concentrate is mixed with water in the proportion of

Convention reminders delight tea industry

Reminders on the coming convention of the Tea Association of the U.S.A. have been delighting trade members.

One notice was beaded, in police poster style, "Wanted!" Below was a square of shining metal in which the recipient saw mirrored his own face.

"This man is wanted at the Tea Association's 8th annual convention, September 27th to 30th, The Greenbrier, White Sulphur Springs, W. Va.," read the copy.

The notice also proclaimed a reward—in valuable morning business sessions, in afternoons of sport, games and relaxation, in evenings of entertainment, fellowship, fun and frolic.

one ounce to a tall, ten-ounce glass of beverage.

In addition to newspaper advertising, the campaign for Redi-Tea is scheduled for radio and TV spots, Mr. Winokur said.

Opening ads hit hard on the convenience theme. "New 'Redi-Tea' Makes Iced Tea—Instantly!" the ad proclaimed. "The sugar's in—just add cold water, ice—and serve with lemon."

Stein, Hall president given award

The national Council of American Importers, Inc., has presented a plaque for "distinguished service to the United States import trade" to Morris S. Rosenthal, former president and now senior councilor of that organization.

IHW^T
TEA

The Neglected Teen-Agers

If the enjoyment and economy of drinking Tea is not made popular with this group now, not only will this present large market be missed but also their future patronage will be more difficult to win. Is your advertising hep?

IRWIN - HARRISONS - WHITNEY, INC.

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)

TEA IMPORTERS

CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)

MEDAN (SUMATRA) • TAIPEH (FORMOSA)

ideas that sell iced tea

The Tea Council of the U.S.A., Inc., has published an 82-page research report, "Ideas That Sell Iced Tea", the first authoritative analysis of ice tea consumer likes and dislikes.

The report is the basis for the Council's 1953 iced tea campaign. *It is available to the entire tea industry as a list of sales appeals that work.*

Four months in preparation, the results of this study were a key element in developing the iced tea spot commercials on television this summer.

In getting set for this summer's iced tea campaign, the Tea Council and its advertising agency, the Leo Burnett Co. drew up a list of fourteen sales arguments for iced tea. The problem was to find which had the strongest consumer appeal, and in what order of importance, for the best possible one-minute and 20-second spots.

The Tea Council therefore authorized a motivational research study to find out *what* people thought about iced tea, and even more important—*why*. Four hundred depth interviews were undertaken, of which 393 were actually completed. Each interview took over an hour, and was held in the respondent's home.

The interview sample was divided about equally into the following control groups: men vs. women; south vs. east or middle west; regular drinkers vs. occasional drinkers.

Interviews were held in Birmingham, Atlanta, Athens, Knoxville, New Orleans, Sarasota, New York, Chicago, Columbus, South Bend and Turtle Creek. Each interview was divided into two stages. The first part was an inquiry into the consumer's spontaneous attitude towards iced tea. In the second part, the major creative sales points for iced tea were presented to each respondent in the form of full-page 4-color comprehensives of magazine advertisements. It was found that the sales arguments rank as follows:

	Most Important	Least Important
	%	%
Iced tea is refreshing	34	—
It doesn't leave you thirsty	19	1
It is economical	8	2
It is non-fattening, has no calories	8	17
It has special taste—light and clean, not cloying	7	5
It tastes good	5	3
It picks you up	4	3
It gives you the liquids doctors say you need in summer	4	11
It cools you all the way down	3	5
It is easy to prepare	2	3
You can put iced tea in a pitcher to last the whole day	2	12
It makes a tall, tinkling drink	2	14
No bottles to clutter refrigerator, no empties to return	2	15
Good for children and unexpected guests	—	9
TOTAL	100%	100%

Regular drinkers gave away more specific reasons for liking iced tea than did occasional drinkers. *Refreshing* is the one



Waitress sings: "You need the summertime refresher." Man: "A glass of iced tea!" Waitress: "Doesn't leave you thirsty."—From one of the Tea Council's television spot commercials.

word used most often by consumers to describe Iced Tea. *Really quenches your thirst* was its second most important characteristic. The strongest so-called "health" appeal of iced tea is that it's "not filling"—you can drink all you want, you don't get "bloated" it won't "hurt" you.

Its lack of carbonation—"doesn't make you belch"—was mentioned very often and almost always as a reason for liking iced tea.

The thought that iced tea is non-fattening did not come out too often. It was expressed more by women than men, and almost exclusively by regular drinkers. It was sometimes coupled with the negative thought: "Iced tea is less nourishing than some other drinks, no vitamins."

An ambivalent feature of ice tea is its taste. Those who like it love it as is; those who don't say they wish it had more taste, and add lots of lemon and sugar to help it out.

For the purposes of this study, the ideas to be tested were presented in the form of color comprehensive for magazine advertising. To produce television commercials for a test of this nature would have been too costly. Since the Council was attempting to measure the effectiveness of the basic selling *ideas* rather than the effectiveness of the *techniques* used to project these ideas, the use of magazine advertisements was probably an even more reliable measure. Experience shows that ideas can be tested by expressing them in printed form and the results will be valid for television use. Experience also shows that it is not reliable to test television commercials by showing storyboards. And the various techniques of spot television might very well cloud the issue.

The advertisements ranked as follows (if an ad had been chosen first by all respondents it would have scored 100; if it had been last with all it would have scored 0):

Refresher that doesn't leave you thirsty	69
Best refresher of them all	64
No calories	53
Plenty of liquids	52
Easiest way to make iced tea	32
Cool-off pitcher	32

The two top-ranking ads featured the "refresher" theme.

What sells iced tea?

"In our opinion, effective advertising depends upon two things—the 'what' and the 'how'—what the thought is and how it is presented. Another way of saying this is, 'What is the motivating idea which will impell people towards our product, and how can we technically present this idea in the most effective manner?'"

"The Tea Council set out to find 'the big idea—the idea that most people would identify with iced tea and would respond to. The result is the study, *'Ideas That Sell Iced Tea'* which we feel has been of tremendous value to the Tea Council, and will be of real help to the tea industry."

—Anthony Hyde, Executive Director,
Tea Council of the U. S. A., Inc.

The number 1 ad given a "reason why" in the headline. In fact, the "reason why" was so strong in this ad that 47 per cent of the respondents commented on it, compared to 31 per cent who mentioned the refreshment angle. The third and fourth ads—with "health" themes—provoked a response which indicated the ideas had not been presented in a broadly acceptable form. These ads also lacked the same degree of believability as the refreshment appeal.

The last two ads were conceived as "service" advertisements. Of these two, the easiest way to make iced tea was preferred by women because it featured a "how to do it" theme while the headline in the other talked about the "problem."

There was a remarkable corroboration of people's reactions to the six test advertisements and their previous statements

on their attitude towards iced tea. From the two other parts of the survey, it has been possible to isolate, in order of importance, the most compelling arguments for drinking iced tea. And it has been possible for the agency to develop TV commercials which they know, in advance, will do a hard selling job on most people they reach.

Results of this research project will also be extremely important in the Council's publicity and promotion activities.

Food writers at New York iced tea party see new ways to prepare beverage

About 150 of the country's leading food writers, editors and commentators gathered at the outdoor terrace of the Hotel Sulgrave, New York City, for an iced tea party tendered by the Tea Council of the U.S.A.

The writers watched iced tea being brewed in different ways, tasted iced tea made according to new recipes, and previewed a new television film on how to make iced tea.

Star of the film is Charles F. (Hutch) Hutchinson, retired U.S. Supervising Tea Examiner.

The press party was the climax event of a nationwide publicity campaign for Iced Tea Time.

E. W. Payne in new offices

E. W. Payne, tea broker formerly located at 80 Wall Street, New York City, has shifted to 120 Wall Street.

He has space in the offices of the Mukamal Co., importing and exporting firm.

Branch Sales

Offices:

BOSTON

CHICAGO

SAN FRANCISCO

Tea Importers

HENRY P. THOMSON, INC.

120 Wall Street

New York 5, N. Y.

Member: Tea Association of the U. S. A.

With this issue, *Coffee & Tea Industries* renews the *Tea Leaves* department, founded by the late Robert A. Lewis, five time president of the Tea Association of the U. S. A.

During the five years he conducted the department in these pages, Mr. Lewis developed it into a forum for tea ideas. He invited guest articles on stimulating subjects by leading members of the trade.

The new Tea department will, we hope, carry on in that tradition—as a year 'round forum for the tea industry.

We want to acknowledge the inspiration for the men and the subjects appearing in *Tea Leaves* this month and for several months to come. They were suggested by the rousing forum session at the last Tea Association convention, conducted by C. William Felton.

We look for this *Tea Leaves* department to become an

Tea leaves

arena for a give-and-take of constructive opinion. If you have any subjects for future guest articles, let us know.

Russell W. Field, Jr., author of this month's *Tea Leaves* article, is a New Englander who, after graduating from Brown University, worked for the American Steel and Wire Co., Donora, Pa. In the spring of 1941 he was, as he puts it, reluctantly drafted and became a visitor in Italy through the courtesy of the Air Force.

After his release in 1945, he joined the Brownell & Field Co., Providence, R. I., coffee and tea packers, as assistant general manager. He is now assistant secretary and production manager.

simplifying tea package sizes

By RUSSELL W. FIELD, JR.

Those of us who sell a branded package of tea are intensely interested in Mrs. Consumer. The first question we ask ourselves is "Does she like our tea?" The second: "Does she like our package?"

We want her to buy *our* brand of tea.

Certainly, there are lots of persuasive advertising, beguiling deals, money-saving coupons, and all the other adjuncts to properly direct her interest to the right tea. But, let's look beyond this point. What does she really see when she picks your brand of tea? Does your line of tea carry four different packs of tea bags and three or four sizes of loose tea? Are you including special kinds of tea, not just your regular Orange Pekoe and Pekoe, cut back tea—but mixed tea, Formosa tea or others?

The housewife you've convinced to buy your brand could be confused right at the moment she's about to pick your tea? And, don't forget, all the other brands are trying to present the same lines of teas.

Tea men won't like to hear mention of another somewhat competitive beverage, but how many different kinds of a single brand of coffee do you find? And, generally speaking, how many different size packages do you find? Certainly not four! You may see two or three grinds, but they are usually in the same size package, at the same cost, and the package difference is somewhat self explanatory, in that the maker you use at home indicates the grind you need.

Incidentally, that quicker, easier (but perhaps less flavorful) form of this particular beverage started out with different types of both pure instant coffee and carbohydrate coffee product, as well as many different packs. However, instants now seem to be settling down to two sizes of one type. But, not tea!

Basically, tea is a profitable item in that land of diminishing returns, the food store outlet. There's going to be an increasingly hard job to convince the smart store operator to continue to allocate the shelf space to tea that he presently

does—unless that department shows greater turnover. Shelf space is capital, and no operator can afford to have his tied up in slow-moving items.

Slow movement from the shelf definitely operates against the best interests of tea. It is a delicate product, and time and money is spent to maintain the quality and particular characteristics of your blend. But the package has yet to be adopted which will prevent deterioration of a product as sensitive as tea. All the compelling and cumulative effects of advertising and merchandising your tea can be lost if the ultimate consumer does not get the product she expects and that you have tried to place in her hands.

Nearly four years ago the Junior Board of Directors of the Tea Association raised the question of establishing an advertising fund in which both packers and growers would participate. Subsequently, the Tea Council was established. Their work has been carried out most successfully.

Basically, the Junior group was concerned with means of increasing the use of tea. Two years ago a committee from the group established from its findings that fresh tea was of the utmost importance, and uniformity in the count of tea bags and bulk packages was equally important in increasing the popularity and usage of tea.

At this point, I'd like to borrow rather heavily from the Junior Board's report, which showed that industrywide growth in the tea business could be accomplished through an all-out industry effort to make available *FRESHER TEA FOR THE TEA DRINKING CONSUMER* with *LESS CONFUSION AT THE POINT OF PURCHASE*. Two steps were outlined for positive action to accomplish these objectives:

1. Reduction in the number of package sizes to eliminate confusion for the consumer at the point of sale.
2. Greater acceptance and support for tea by chain store outlets and smaller retailers through reducing the number

(Continued on page 48)

Heaviest frost in 20 years cuts Japan's first crop tea production by 30%

Japan's heaviest April-May frost in 20 years has cut this season's first crop tea by about 30 per cent.

This report was issued by the newly formed Japan Tea Exporters' Association, Shizuoka.

The Shizuoka prefecture, biggest tea growing area in Japan, emerged from the frost with an estimated loss of 30,000,000 pounds.

Shizuoka grows 70 per cent of Japan's tea and exports 95 per cent of the country's shipments.

Prices have risen 30 to 50 per cent, compared to this season last year. As a result, domestic and foreign buyers were reluctant to act during the first crop season.

The association said that some foreign tea buyers, who arrived in May expecting to buy in considerable quantities, purchased only their minimum requirements. They are reported to be watching the coming summer crop closely.

Green teas being shipped to North Africa were in the main last year's crop.

Measures to counter the frost damage were taken quickly under the guidance of local government bodies. As a result, the association expects, from the second crop larger quantities and better qualities for the United States, Canada, North Africa and other markets.

A number of Japanese tea exporters are visiting African and European markets to study their needs and to promote consumption of Japanese teas.

The organization is encouraging further improvement in

the quality of Japanese tea for export. Early in August a "Competitive Show on Export Tea" will be held to further this end.

In 1952, Japan exported 21,405,270 pounds of green tea, 258,335 pounds of black and 11,900 pounds of other teas.

E. T. C. Holmes flying home after 4 week visit in U. S.

E. T. C. Holmes, representative of Balmer Lawrie & Co., Ltd., Calcutta, left by plane last month for Dublin and London after a four week visit in the United States and Canada.

Mr. Holmes said there were clear indications of a better tea season ahead, as compared to last year, with demand showing greater strength than a year ago.

He felt the London auctions were having a favorable effect on the market.

During his stay in the United States—which included visits to San Francisco, Los Angeles, Boston, Baltimore and New York—Mr. Holmes noted particularly that there was a general demand in this country for good quality tea.

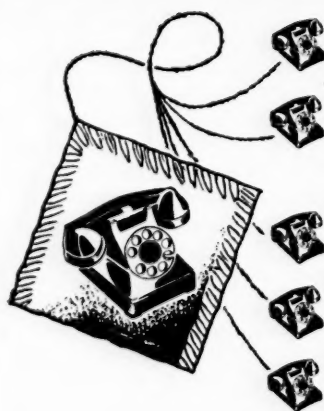
While in New York, Mr. Holmes made his headquarters at George C. Cholwell & Co., Inc., agents for Balmer Lawrie & Co., Ltd.

Diziki named to Tea Association Board

Joseph Diziki, vice president of the Carter, Macy Co., Inc., has been named to the board of directors of the Tea Association of the U.S.A.

He fills the unexpired one and a half year term of the late Herbert C. Claridge.

ONE CALL FOR ALL YOUR TEA NEEDS



ONE OZ. ICED TEA BAGS . . . ALL SEWED long string . . . a real sales builder . . . for restaurants and institutions.

INDIVIDUAL TEA BAGS . . . packed in individualized cartons . . . inner liners and cellophane wrapped . . . winning new friends and extra sales in super markets, groceries and chains.

HEAT SEALED 1 OZ. TEA BAGS (STRINGLESS) . . . superior blend non-clouding tea helps sales in a BIG way!

FAMILY SIZE ICED TEA BAGS . . . bigger than ever . . . for bigger profits.

FREE PACKAGE DESIGN . . . Just ask . . . our art department will create and print a sales-styled package for you at NO EXTRA COST!

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Gibraltar 2-1110

Formosa to subsidize oolong, black tea output for U. S. market

Output of tea on Formosa will be shifted to emphasis on oolong and black teas.

This was reported last month by an authoritative source which indicated that the government of Formosa, or Taiwan, wants to encourage teas suitable for the United States market.

The encouragement will be in the form of subsidies for oolong and black tea production. It is hoped the measure will bring these Taiwan products to a workable basis—in quantity, quality and price—for the American market.

Taiwan's production has in the main been green tea for North Africa.

With the implementation by the Taiwan Provincial Government of a working plan for the multiplication of 8,000,000 tea seedlings, the three-year program for the rehabilitation of Taiwan's tea industry entered its third and final year.

Since the program was initiated in 1951, the Joint Commission on Rural Reconstruction has continuously supported the rehabilitation project. J.C.R.R., according to a Taipei report, has earmarked NT\$1,440,000 for the implementation of the final phase of the program.

H. E. Lawrence, Fresh Air Fund alumnus himself, endows four vacations for children

Each year, from now on, four needy city children will have a vacation in the country—through the generosity of a 76-year old alumnus of the Herald Tribune Fresh Air Fund.

H. Edward Lawrence, grand old man of tea and chairman of the board of George C. Cholwell & Co., Inc., leading tea firm, never forgot the vacations the Fresh Air Fund gave him when he was young.

Now Mr. Lawrence has donated \$2,400 to the Fund—a sum which endows four vacations for needy children in perpetuity.

He gave the four \$600 vacation funds in the names of his grandchildren—Edward, Eileen, Gregory and Mary Hunt, children of his daughter, Mrs. Elizabeth F. Hunt, of Brooklyn, N. Y.

Reporting the donation, the Herald Tribune published a four column picture of Mr. Lawrence with Mrs. Hunt and grandchildren.

Since he attained success in business, Mr. Lawrence has

Many food and equipment companies joined the Tea Council in promotion of Iced Tea Time. Here is a segment of the demonstration kit containing all necessary food and gear to make iced tea with the new, easy, open saucepan method.



also sent many gifts to families he stayed with in his youth on Fresh Air Fund vacations. He still sends gifts to their lone survivor, a 86-year-old woman.

Says urn simplifies bulk tea brewing

Bulk brewing of tea, an answer to restaurant and institutional needs, can be done easily with its Tri-Saver urn, it is claimed by S. Blickman, Inc., Weehawken, N. J.

The patented stainless steel filter has a specially-constructed bottom which filters the brew edgewise, by capillary attraction, it was stated.

Tea is placed in the filter and boiling water poured or syphoned over it. The brew filters into the liner below and is dispensed through the draw-off faucet. For iced tea, larger amounts can be drawn off into pitchers or other containers. This greatly simplifies preparation and service.

Tri-Saver urns are available in capacities from three to ten gallons. The same urn can be used for brewing coffee.

India eases controls on parcel post tea samples

Tea may now be exported from India by parcel post in packages of up to ten pounds without prior export license.

Formerly parcel post packages containing more than one pound of tea were subject to India's export licensing controls.

The new provision should facilitate shipment of tea samples to prospective buyers in foreign countries, including the United States.

HALL & LOUDON

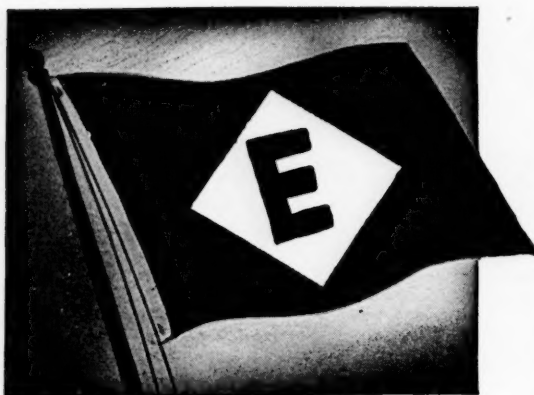
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tea sales in U.S. continue to grow

(Continued from page 41)

drinking by Americans in all walks of life an indication of the soundness of the cooperative program now being carried on by the producing countries of India, Ceylon and Indonesia with the Tea Association of this country.

"We believe that the increase we have achieved so far is only the beginning," he emphasized. "We are already much more of a tea-drinking nation than is generally recognized, and the swing to tea is now unmistakable."

Mr. Hyle predicted that Americans will drink more tea this year than they have in a generation.

"Reports from every segment of the tea trade," Mr. Hyde stated, "and our statistical analysis, just completed, show that the swing to tea which began in the spring and summer of 1952, was maintained through this past winter."

Many factors have gone into this increase, Mr. Hyde declared. He added that fundamentally, however, it must be a reflection of one of those basic trends in American consumer preferences which have so often emerged in American marketing.

"Unusually warm weather of the summer of 1952 was a contributing factor in increasing iced tea consumption," he admitted. "But our statistics now clearly show that the rise which began about that time was extended and maintained through the 'hot tea' months of the winter of 1952-1953."

"I do not believe the fact that tea costs far less than competing beverages has been an important factor. Americans are turning toward tea because in their homes, and in restaurants, they are beginning to learn that it is a wonderful beverage, ideally in tune with requirements of American living."

Mr. Hyde felt a basic influence must have been the cumulative impact of the Tea Council's campaign, directed to the American consumer, grocer and restaurateur.

"We must, therefore, interpret these statistics as a directive to continue, and expand, the pattern of tea promotion activities which the Council has developed," he declared.

simplifying tea package sizes

(Continued from page 45)

of standard package sizes to be displayed at the point of sale.

Certain sizes, namely, the approximately 1 3/8 ounces package tea and the eight-count tea bags, do not reflect good values for a tea consumer. Originally, the "ten" package tea and the "eight" tea bags were created to be ten-cent sellers. Changes, cost-wise, of both the product and the packaging materials have removed these items from the ten-cent field and today necessitate their being sold at awkward and unattractive prices. These sizes do not promote tea to the point of becoming a family mealtime beverage, because of their quantity limitations.

It seems logical that promoting the next larger size would stimulate the use of tea and create larger unit sales volume with increased savings and profits for consumer, retailer and packer.

Further research by the Junior Board's Committee found that in corporate chain outlets, the chain's private label tea was not packed in the "ten" size package or in the "eight"

(Continued on page 50)

Packaging

getting optimum performance from filling equipment

Small losses make the difference between average and optimum performance on the packing line, Edward J. Lee, technical assistant to the director of manufacturing and engineering, General Foods Corp., declared at the 1953 Packaging Conference. Mr. Lee was chairman of the panel on Getting Optimum Performance from Filling Equipment."

The filling machine—the machine that measures out the product for the consumer and frequently sets the pace for the line—is an ideal place to begin to stop these losses and plug the profit leaks, he said. To operate equipment at the maximum accuracy and capacity consistent with maintenance cost, container damage and changeover time, Mr. Lee suggested the following:

1. Select the equipment best suited to your need. Compare the various types of equipment available. Examine them in the field; "ask the man who operates one." Test your product at the manufacturer's shop or in your plant. Selection of equipment on this basis, according to Mr. Lee, will "avoid the impulse buying that your merchandise manager is trying to promote at the retail level."

2. Establish indexes for performance in terms of accuracy and capacity. Accuracy of filling in the past has been considered secondary to capacity. Mr. Lee said, but "I believe this is unfortunate and wrong. I believe the spot-light being turned on this phase of filler operation by higher costs and shrinking profit margins confirms this belief."

Manufacturers' statements of machine accuracy can be used as a guide, according to Mr. Lee, but manufacturers are often limited in their facilities for testing and must use approximations. In submitting samples of your product, send several, representative of the range of physical variation, he suggested, and in requesting weight accuracy statements, ask for the limits that will include two-thirds of the individual weights.

Close and accurate supervision of filler operation and of product characteristics are the key to accuracy, Mr. Lee said. Control methods do not in themselves adjust the filler or indicate the reason for an out-of-control condition. "The well trained operator well supervised is our only recourse today, he pointed out.

Control of the physical properties of the product, particularly apparent density and flow characteristics, is a universal requirement for accuracy, Mr. Lee said. Where measuring is done by the container itself, dimensional accuracy is essential. "This is a problem for your supplier and you will find he can usually do better if you insist," he added. Control of filler accuracy during operation can be improved by appropriate sampling methods.

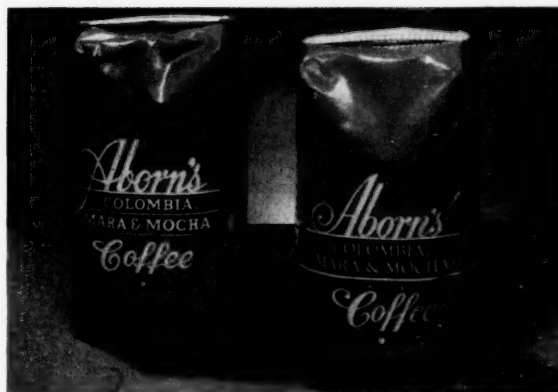
The value of improved accuracy, according to Mr. Lee, can be determined from the cost of the product. A conflict

between speed and accuracy often can be reconciled by equating the possible losses due to overweight with the possible gain due to reduced labor and overhead. Where product value is high, small gains in accuracy can be valuable.

To judge the capacity performance of a filler, use the calculated efficiency of the machine before attempting to judge the performance of the filler itself, Mr. Lee advised. Calculate an efficiency for the entire line by dividing the actual production by speed per minute multiplied by 480 minutes per eight-hour shift. If normal output is not 90 per cent of theoretical, "you have a job on your hands. If it is not 95 per cent you have no reason to be complacent." The best way to find out where capacity is being lost, he said, "to use a high stool and a stop watch."

3. Control your product and exert every effort to eliminate unscheduled maintenance. Eliminate oversize pieces of material from the product and use uniform containers to avoid smashups, Mr. Lee suggested. Establish and properly administer standards for timing and substitute for competent maintenance personnel." Control changeovers so that excessive time is not consumed by the change itself and by final adjustments made after production has supposedly been resumed. Proper storage of change parts is essential, and color coding is frequently advantageous.

Visual observation of equipment and container adjustment is sufficient to detect faults at machine speeds of 60 cycles per minute or less, he declared. At speeds of more than 350 a minute, the strobite is effective. In the middle area, into which most packaging equipment is progressing, observation is more difficult. Some manufacturers are using



To give Aborn's Coffee bag a quality appearance more in keeping with the premium grade coffee inside, the design was recently refined. Scripts were lightened and smoothed out on new bag (right) while the reverse type was reset in classic transitional Roman face. Arkell & Smiths supplies the bag to Arnold & Aborn.

motion pictures; some test runs of carefully selected containers.

After capacity indexes and accuracy standards have been established, efficiency is above 90 per cent, and the desired accuracy has been achieved, then, Mr. Lee said, speed may be increased. This way of increasing capacity should not be resorted to until accurate, efficient operation has been established, he warned.

Obtaining optimum performance from filling equipment is an operating problem that requires the cooperation of management, engineering and purchasing, Mr. Lee concluded, adding that there are no short cuts.

Continental Can buys Shellmar products

The sale of the flexible packaging business of Shellmar Products Corp., Mt. Vernon, Ohio, to the Continental Can Co., Inc., has been approved by the directors of the two companies, it was announced by General Lucius D. Clay, Continental board chairman.

Shellmar's flexible division is a leading converter of cellophane, polyethylene, pliofilm, acetate, foil and various laminated and coated products, with plants at Mt. Vernon and Zanesville, Ohio; Southgate, Calif.; and Columbus, Ga. It also has five operating companies in Latin America, as well as affiliates in other foreign countries.

The Self-Locking Division of Shellmar, which manufactures set-up and molded egg cartons, is not included in the transaction and will continue to be operated under its present management.

It is contemplated that the name of the Shellmar Products Corp. will be changed to the Self-Locking Carton Corp., and the Shellmar name will be acquired by Continental.

Goodyear, American Bag, Betner join in promotion of Pliofilm lined paper bags for coffee

A plan to promote use of pliofilm-lined paper bags for coffee and other products has been undertaken jointly by the Goodyear Tire and Rubber Co., and two of the nation's leading bag manufacturers the American Bag and Paper Corp., Philadelphia, and the B. C. Betner Co., Devon, Pa.

The protection afforded by Goodyear's Pliofilm against moisture, grease and air qualify it as an ideal packaging material for coffee, spices and other products, it was stated. The light weight but high strength of the film in combination with kraft papers insures against package breakage and offers many savings to manufacturers.

Details of this packaging development and plans for its promotion were discussed at a recent day-long conference in Akron's Mayflower Hotel.

Attending the meeting were Gene Pavitt, general sales manager of the American Bag and Paper Corp.; G. S. Haney, formerly of Goodyear and now representing the B. C. Betner Co.; and district managers and sales personnel of Goodyear's films, foams and flooring division.

Meelfeld now sales promotion manager for Gair

William T. May, Jr., vice president in charge of container operations at the Robert Gair Co., Inc., New York City, manufacturers of folding cartons, paperboard and shipping containers, has announced the appointment of Paul C. Meelfeld as sales promotion manager for that division.

simplifying tea package sizes

(Continued from page 48)

count tea-bag size. This observation further substantiated the committee's thinking on this subject.

In the case of one-pound package tea, most areas indicated, despite some seasonal influence, that the large package had limited purchasers. Slow sales movement reflects a freshness loss in the tea resulting in reduction of the products end use by consumers. Tea must be fresh to win new users and keep old users, thus stimulating the product's use as a mealtime beverage.

There is much confusion at this time in the minds of those who both buy and sell tea at the retail level. The many sizes, shapes and weights in each brand confuse the consumer at the point of purchase and more often than we wish to admit, sales are lost. The retailer, by the same token, refuses to give the proper shelf space to merchandise the great variety of sizes and brands.

Certainly, the advantages of simplification far outweigh the few disadvantages raised when you fully consider the terrific amount of money being spent, through the Tea Council and by individual packers, to publicize tea. With all the emphasis which is being placed upon tea today, it is most necessary that package sizes be considered as a starting point in an overall program of uniform sizes. Further, the objectives are simple and direct, but fundamental, if tea is to assume its rightful position as a mealtime beverage in America.

(Continued on page 63)

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Spice leaders swing their partners at ASTA's barn dance. That's President John J. Frank (right) and William L. MacMillan (left).



This isn't a poker game. You're looking at tellers counting votes in ASTA election. From left: Mueller, Archibald, Long, Hine.

ASTA convention reelects John J. Frank

Tighter allowances have been set on pepper imported into the United States under standard American Spice Trade Association contracts.

This action was taken at the 47th annual convention of the association, held at the Bedford Springs Hotel, Bedford, Pa.

Former ASTA standard contracts required allowances to be made for garbled Malabar black pepper containing over one per cent of extraneous matter or two per cent of light berries. In all other pepper the tolerance was two per cent for extraneous matter, three per cent for light berries.

The Bedford Springs conclave voted an amendment providing that *all* black and white pepper must now adhere to the specifications for garbled Malabar black.

More than 200 spice men and their wives gathered at the modernized resort hotel for the ASTA convention. The sports program started slow, with rain on Sunday, but wound up in full swing on a clear, sparkling Wednesday.

In the meantime, ASTA's streamlined business sessions tackled elections, contract amendments and changes in by-laws.

John J. Frank, of The Frank Tea & Spice Co., was re-elected president. Gerrit Leonard, of C. M. Van Sillevoldt, Inc., was named for another term as vice president. Michael F. Corio, of M. Rothschild & Co., Inc., was re-elected treasurer.

Named to the board of directors were T. Bernard Jones, of the R. T. French Co., and Frank G. Mabbs, of the Otto Gerdau Co. Mr. Jones had been on the board as head of the Grinders Section.

William L. MacMillan, of the Woolson Spice Co., was elected chairman of the Grinders Section to succeed Mr.

Jones. Continuing for another term are Donald A. Sayia, of A. A. Sayia & Co., as chairman for the Agents and Brokers Section, and John A. Sherman, of the A. C. Israel Commodity Co., Inc., as chairman of the Dealers Section.

On the new arbitration committee elected by the convention are Walter D. Archibald, Jacobus F. Frank, William E. Martin, Harry J. Schlichting, and John A. Sherman.

The arbitration committee alternates are H. Resek, Thomas F. Burns, John P. Fochtman, Samuel Kaltman, Karl H. Landes, E. H. Sennhauser and Walter L. Willner.

Ernest H. Winter continues as ASTA executive secretary.

The annual meeting heard a report on spices and government regulations by Frederick K. Killingsworth, acting chief of the New York district of the Food and Drug Administration.

At the wind-up banquet, world peace was discussed by Dr. Ali Sastroamidjojo, Indonesian ambassador.

A quick glimpse of some of the results of the association's public relations program was presented by Bernard Lewis, ASTA's publicity counsel. Two of the home economists in his organization gave the convention a first hand picture of their operations on behalf of spices.

The convention demonstrated its support to both the research and the public relations program by voting to continue for another year the financial contributions through the invoice-stamp system.

At this convention, as was true last year, ASTA tapped its own resources for entertainment—and came up with a trilogy of playlets which had conventioners gasping with laughter.

Titled "The Giftie", the trilogy took its theme from the Robert Burns lines, "O, wad some power the gift gie us, to see oursels' as ithers see us." The result was something

Take a tip from ASTA

The American Spice Trade Association, not one of the country's biggest trade organizations, rates near the top in output per publicity dollar, output per research dollar and output per convention day.

Here's how it works out at ASTA conventions

1. Sessions and other events start on time. Movies preface business sessions, start three quarters of an hour before gavel rap. Floor marshalls, rotated among ASTA members, shepherd conventioners to right places at right time.

2. Sessions are productive. Committee reports are mailed out weeks before the convention, are not read at the sessions. Instead, reports are discussed. Members ideas are carefully thought out, instead of off-the-cuff opinions.

3. Entertainment is home-grown. In the main, ASTA digs into its own talents for stage fun. Result is a program with zest and pertinence no professional could approach. Productions are astonishingly smooth, crisp.

that only spice people could have created and only spice people could fully enjoy.

Complete with playbill, the trilogy opened with "Afternoon in Hades", a hilarious take-off on a lecture by a spice man at a woman's club. In this cast were Michael Corio, Jean Leonard, June Keogler, Peggy Sayia, Ethel Sayia and Betty Corio.

Then came "The Adventures of Patricia Pepperberry", an

illustrated lecture by Kitty Frank, wife of ASTA President John J. Frank. This portrayal of the life of a peppercorn will be remembered, and, chuckled over, by members of the spice fraternity at conventions for years to come.

The third skit was called "The Bored Directors", a deliciously satirical piece played by Tom Burns, Harry Schlichting, Al Keogler, Ken Frazer, Sam Kaltman, Bob Sayia, John Sherman, Don Sayia and Gerry Leonard.

In the annual softball match between the grinders and the agents and dealers, played on the lawn in front of the hotel, the grinders came out on top. This brought the prompt charge that the grinders had brought in a "ringer", a bellboy who an alert grinder had discovered was a softball whiz.

Captain of the grinders was John A. Frank. At the helm of the agents-dealers team was Al Keogler.

Golf topped the sports events, with the tournament getting underway Tuesday and developing keen competition on Wednesday. Chairing the golf arrangements was William J. Martin.

First low gross winner was Ted Miles, while John A. Sherman was top man for low net. J. C. Haigh was second low gross, and Tom Milchrist was second low net.

The Martin family managed to get in among the winners. William E. came through for third low net.

A trophy for the shot landing nearest the pin went to James R. Heller.

Events for the ladies included archery, shuffleboard, putting, croquet, bridge and canasta.

The sports side of the convention was launched with a splash at a midnight swim in the hotel's indoor pool Sunday night.

The social program opened with a reception Sunday evening tendered by ASTA's board of directors. It continued with hospitality parties at noon each day, picked up momentum at a costume barn dance Monday night and was climaxed by the annual reception and banquet Wednesday night.

The spice men lauded the convention as one of the best yet. The committee in charge included Gerrit Leonard, chairman, assisted by Emeric Balint, Thomas F. Burns, Michael F. Corio, Kenneth G. Frazer, Albert E. Keogler, William J. Martin, Mrs. Kitty Frank and Mrs. Peggy Sayia.

Working with the committee, enthusiastically and indefatigably, was Ernest H. Winter, ASTA executive secretary.

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FEMA weighs government moves on flavors

By ROBERT LITWIN

Dr. John W. Sale, director, Food and Beverage Division, Food and Drug Administration, took the occasion of the 44th annual convention of the Flavoring Extract Manufacturers' Association to reveal his plans for retirement.

Following his talk on "Miscellaneous Items from the Food and Drug Administration," in which he noted court decisions as guides to proper labeling and avoiding adulteration, Dr. Sale was given a standing ovation for his years of cooperation and service to the flavor industry. He will retire September 1st.

Speaking at the afternoon session on the third day of the convention in Atlantic City's Traymore Hotel, Dr. Sale pointed out that you need not be engaged in interstate commerce with respect to a misbranded item to be guilty under the Federal Food, Drug and Cosmetic Act.

The four-day conclave, balanced with intensive sessions and gay social events, brought to some 165 delegates the complete picture of economics and technology affecting the industry today. In his annual president's report, W. G. Grant, of the National NuGrape Co., Atlanta, told assembled manufacturers of the threat to the industry of government-made standards.

"You may or may not be aware," Mr. Grant declared, "that our industry stands a very good chance of having standards forced upon it, and this is a matter which your board has already discussed. It is felt that when and if the department in Washington makes its move, we are going to have to spend a great deal of time and effort in seeing to it that standards suitable to our group are adopted. This will also require the expenditure of a considerable sum of money."

Touching on the financial side of association activities, Mr. Grant said, "The board of governors has given a great deal of consideration to our financial condition and it was only after lengthy discussions that an increase in our dues was deemed necessary."

John S. Hall, of Hickey & Hall, Chicago, attorney and executive secretary of the Association, reviewed current bills before Congress and state legislatures that affect the flavoring extract manufacturer.

"During the past year," he said, "Congress and 44 states convened in regular session. Two states convened in special session. I don't believe that ever before in the history of our Association have so many bills been introduced in Congress and the various legislatures which in some manner or form reflect not only upon our industry, but all industries. Some 1,673 bills have been introduced in Congress and the various state legislatures which directly involve the food industry."

The need for trained personnel and methods for educating food technologists were brought to light by Dr. Ernest E. Lockhart, of the Department of Food Technology, Massachusetts Institute of Technology. Building up a case for personnel well-grounded in research and study, Dr. Lockhart pointed out:

"Your sales depend not only upon the quality of your flavoring materials as you produce them, but upon their final effect on the consumer after they have passed through a



FEMA's new officers. From left: Vice President Edward N. Heinz, President William H. Hottinger, Secretary L. P. Symmes, retiring President W. Gordon Grant.

wide variety of manufacturing procedures. Although your first sale to a food manufacturer is an important victory in the battle between producer and customer, the battle is not completely won until the manufacturer can produce a satisfactory product with your flavors. The greater the knowledge and experience with food manufacture each of you has, the better you will be able to assist your prospective customers in the proper use of flavors and to prevent failures in new food product development."

Food technologists educated at MIT, according to Dr. Lockhart, "have a training that fits" the needs of manufacturers in hitting upon a formulation and process "that brings out the fine qualities you know your products to have."

Dr. Lockhart invited the assembled flavor extract men to work closely with MIT's Department of Food Technology. "We will accept any challenge your industry may have to offer and do our utmost to demonstrate the fact that food technologists can contribute to the growth, development and progress of the flavor industry."

On the more technical side, Roderick K. Eskew, assistant head of the Food and Nutrition Division, U. S. Department of Agriculture, revealed "Recent Developments in the Recovery of Volatile Fruit Concentrates."

"For years men have tried to capture and hold the elusive fragrance of fresh fruits," Mr. Eskew stated, adding, "usually with disappointing results." His department's work in this field, he revealed, "was undertaken with the object of obtaining the aromas in concentrated unaltered form. This would enable their restoration to juice concentrate which would yield the equivalent of fresh fruit juice upon the mere addition of water."

Mr. Eskew spoke of early attempts—logical in concept but unsuccessful in application—to concentrate fresh fruit juices under vacuum and recover the volatile flavors by condensing the vapors at low temperatures; perhaps redistilling the condensate to further concentrate the flavor. The drawback to these experiments, he pointed out, was in the fact that "all fruit juices contain dissolved air or other gases and

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in any further recovery system they must be vented since they do not condense."

Apparatus developed to recover apple essence in concentrated substantially unaltered form was then described by Mr. Eskew. He used slides to explain the operation of an early apparatus and the latest device to produce concentrates. He indicated that the newest apparatus has been used "with good success in making essences from apples, grapes and cherries." Applicable to many other juices, according to Mr. Eskew, the apparatus "will permit the making of high-fold essence with good recovery because of the system used in treating vent gas."

Mr. Eskew closed his talk with a welcome to the manufacturers to offer suggestions "you may have as to how the utility of this work (on concentrates) can be extended by adapting it to the need of your industry."

Motor freight rates

Considerations upon which motor freight rates are based were explained in an address by H. C. Wilson, member of the National Classification Board, American Trucking Association. Advising manufacturers to rely on the judgment of reputable box manufacturers in planning adequate shipping containers, Mr. Wilson also enumerated the criteria for setting rates on their motor shipments: (1) weight density (weight per cubic foot of space occupied); (2) value per pound (wholesale or shipping value); (3) competition with and relation to other commodities provided for; (4) susceptibility to damage, or its liability to damage other freight.

Mr. Wilson outlined the problems involved in setting motor-freight rates and explained why, for instance, vanilla extract carries the same rate as an imitation flavoring one-third its market value. Problems of grading prohibit narrow classifications, he indicated.

"Restore Freedom of Enterprise in the Transportation Industry" was the subject of an address by Pennsylvania Railroad's R. W. Talbot, general freight agent. Pointing out the precarious financial situation railroads find themselves in today, Mr. Talbot urged his listeners to interest themselves in new legislation affecting railroads as important to our economy. He deplored the necessity of railroads' providing services which are unprofitable because of inadequate demand for those services.

Tastes in food flavors in the Near East were outlined by Dr. Walter L. Obold, head of the Department of Biological Sciences, Drexel Institute of Technology. He traced briefly the history of food seasonings which began with garlic in the Far East. "As we move west, we meet ginger, pepper and the heavier spices and herbs that give flavor and aroma to the alimentary pastes," he explained.

"The Mediterranean from the Riviera to the Littoral follows the Greek desire for heavy seasoning. Sugar waters are almost universal and with the tartness of the lemon oils they are refreshing to native and transient alike," he said.

"What is the function of the extract manufacturer?" Dr. Obold asked. "Is it to produce new flavors that will win

consumer acceptance or is it to produce old flavors that the consumer wants?" He indicated that both conditions are to be considered. In planning new flavors you "must consider age," he stressed. The age of an individual determines his fondness for particular flavors.

"Your job and your service to the food industry," declared Dr. Obold, "is to remove the monotony of diet, lifting it beyond sophistication to what is really good."

Discussing his experiences in Egypt, Dr. Obold revealed that most of the food technologists there have been trained by American-educated teachers. Popular drinks in Egypt, according to Dr. Obold, other than coffee and tea (You can't tell the difference between them) and cocoa, are carbonated beverages, infusions of gingers, anise, tamarind, red sorrel, cola nuts, salap, barley or rice; sugar-cane juice, fruit juices, apricot leather, mughat and buza.

Concluding his address, Dr. Obold declared: "Flavors have no food value in themselves, but give flavor and add variety to the substances used in the diet. Used in moderation, they are not harmful, used in excess they defeat their purpose by making food less palatable. From common salt to the exotic oils, they add variety to what would otherwise be monotonous diet."

K. R. Newman, chairman of the Scientific Research Committee of the association, reported data compiled by the committee on vanilla extracts during the past year. He said the committee recommended:

1. A continuation of the investigative study of vanilla usage in ice cream in collaboration with the dairy professors.
2. A continuation of cooperative study of analytical methods with the aid of 'corresponding members'.

Market conditions of the vanilla bean and essential oils were covered by Ray C. Schlotterer, secretary of the Vanilla Bean Association of America, and Waldo F. Reis, president of the Essential Oil Association. Both men stressed the significance of political conditions as a potent force on market prices and supply. Current blockades of China were pointed out as creating serious repercussions in the market for some commodities.

Future vanilla crops

Speaking of the future vanilla crops, Mr. Schlotterer declared, "While it is too early to obtain accurate information from Madagascar exporters concerning the 1953 crop, present estimates for the Madagascar East Coast vary from 100 to 250 tons, with an additional 75 to 100 tons from Comores and Reunion."

He stated it was the belief of many that Mexican vanilla might be maintained at prices as high as or higher than, that for the Bourbon variety. The future picture does seem bright with regard to the Mexican crop, he added.

Concerning essential oils, Mr. Reis pointed out that prices have had a downward tendency with but a few exceptions. "The prices of essential oils are very delicately balanced against many factors, including crops, weather, transporta-

(Continued on page 62)



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New York News

■ ■ Congratulations are being extended to Henry M. Scheffer upon his election as president of the Anell Trading Corp., Front Street coffee importers.

At the Anell Trading Corp.'s annual meeting, Ben Barish was also elected to the position of vice president and treasurer.

Active in industry affairs, Mr. Scheffer is vice president of the New York City Green Coffee Association.

■ ■ Brazil's new crop is 30 days late, and it will be at least mid-August before any of it becomes available in quantity.

This comment was made by Phil Nelson, of Ruffner, McDowell & Burch, Inc., after he returned from a three-week trip to Brazil. He flew down and returned by boat.

Indications are that the market should be firm at least until then, if not after, barring imponderables, Mr. Nelson said.

Colombia wanted to move her coffee and had been underselling Brazil, he pointed out. He felt that Brazil had lost a lot of tonnage to milds in the past three months.

■ ■ Samuel Alfred Levy, president of the S. A. Levy Co., coffee importers, died recently at the age of 64 after an extended illness.

Born in Vicksburg, Miss., Mr. Levy joined the coffee trade as a clerk with Leon Israel & Bros., Inc., in their New Orleans office. In 1914 he became head of the New Orleans office of the A.C. Israel Co.

During the first world war, Mr. Levy joined the U. S. Army, working up to first lieutenant. He served on General Pershing's staff in Paris.

After the war, he organized his own coffee importing firm in New Orleans. The company was moved to New York 18 years later.

Mr. Levy is survived by his wife and two sisters.

■ ■ Otty Jaramillo, who was in the United States for eight months, sailed for Baranquilla on the Santa Catalina. While here, he worked in the San Francisco offices of Otis McAllister and also attended classes at a university there.

■ ■ NCA President Ed Aborn turned the last meeting of the New York Coffee Roasters Association into a fascinating evening. Speaking at the invitation of Fred Kohn, head of the New York group, Ed reported on his most recent visits to Brazil and Colombia, illustrating his points with color movies.

He discussed crops, told about experimental stations, and reviewed planting, picking and milling operations.

■ ■ The "Mannion Girls" are piling up a reputation for magnificent work in making dressings for cancer patients. In the relatively short time they have been underway, they've made more than 10,000 items for the New York City Cancer Committee.

Mrs. G. K. Oxholm, of the Cancer Committee, recently wrote that she was "very very proud of the 'Mannion Girls',

and your thoughtfulness and hard work will be a Godsend for many a day for those who need the products of your hand."

If any of the ladies in coffee, tea or spice offices would like to lend a hand, they can get in touch with Miss M. L. Mannion at the Otis McAllister Coffee Corp., 129 Front Street.

■ ■ H. Greenfest & Sons, tea and coffee firm formerly located at 49 East 102nd Street, have moved down into the coffee district. Their offices and plant are now at 89 Water Street.

■ ■ Captain Joseph N. Lala has been named manager of the New York office of the Delta Line, it has been announced by Thomas J. Conroy, vice president in charge of traffic.

Captain Lala succeeds Fred A. Wendt, who has been transferred to the New Orleans headquarters.

■ ■ The New York City Green Coffee Association has elected some new member companies. One is Arnold & Aborn, Inc., Linden, N. J., which is headed by NCA President Ed Aborn.

The other companies, associate members, are the Red Circle Trucking Corp., 175 Front Street, Brooklyn, N. Y., and John A. Gilbert, Inc., weighers located at 80 Wall Street, New York.

■ ■ All in the line of duty, coffee men, reporters and New York City smoke enforcement officials gathered on the roof of the Eppens, Smith Co., Long Island City, on one of the hottest afternoons of the year.

They were there to witness a plantsize demonstration of a new device, the Oxy-cat, for coffee smoke elimination. The basis is a new catalyst.

For a full report, see the next issue of COFFEE & TEA INDUSTRIES.

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New York coffee men relax at one-day outing in New Jersey



That foursome at the left has just finished a round of golf. From left: John Delay, Harold Spitzform, William Burkhard and Vincent Campbell. In that group picture are the softball teams in the afternoon game. Greens and roasts got together for photo. Taking it easy toward the late afternoon are the trio at the table. From left: Kenneth Fischer, George Hart and Ernest Nockler. Two roasters and

a railroad man pause under the shade of a tree to chat. From left: Fred Kohn, John Mazzei and Walter Browne. The seven men at the terrace table include (from left) V. Diez, M. Graham, Max Hoffman, H. Graf, R. J. Hoffman, John Neuman and C. T. Ney. New committee policy ended crowding at dinner, made for comfortable evening.

The New York coffee trade did it again. For its one-day outing, held again this year at the Hackensack Golf Club, Oradell, N. J., the trade picked just about the nicest day yet—clear and sparkling.

Golf competition was keen all during the day. Softball enthusiasts managed to put on a morning and afternoon game.

And in the evening a comfortable 2:0 coffee men and guests sat down to dinner.

The New York trade's outings have been unusual in at least one respect for a few years. Too many have attended for the capacity of the club.

This year the committee in charge decided on a bold solution—limiting the attendance—and took upon itself the unenviable task of deciding who would be sold tickets, based on commonsense considerations.

The task if unenviable, was exceedingly well done. No complaints reached the ears of this reporter; on the other hand, he did hear considerable praise for the marked improvement the policy had achieved.

Golfers, stimulated by the pleasant weather, went out onto the course early and foursomes continued moving out into the afternoon. As the sun began to set, their numbers grew in and around the 19th hole.

The silver cup donated by the New York Coffee Roasters Association was captured by Austin O'Brien. The silver cup offered by the New York Green Coffee Association went to W. Watts.

Other top winners in the golfing tournament, who were awarded prizes at the

dinner in the evening, included L. Judd, T. Greenwood, E. Nockler, J. P. Norton, Jr., N. Williams, S. Willey, J. M. O'Brien, S. Mindel, R. F. Wear, A. Schlegel, W. MacDonald, F. W. Ehrhard, Jr., W. Spitzform, W. Notter, P. Schlegel, W. Ullman, W. Sipp, H. F. Baerwald and C. Trueta.

Milton Haas put the ball seven feet from the pin to take what was hopefully called the hole-in-one prize. Runner-up in this category was H. A. Horwitz.

Guest Golf prizes were won by W. P. Rees, E. Senn and J. Farinon.

Softball players, who wended their way behind Ralph Lombardi and Clayton Mount, in what at times looked like a coffee motorcade, to a ball field several miles away, turned in surprisingly capable performances. Mr. Lombardi and Mr. Mount were in charge of the softball games.

Mr. Lombardi emerged as a astonishingly courageous individual. Not only did he undertake to arrange, successfully, with a nearby township for the ballfield to be available. He also umpired the afternoon game!

In the morning, manpower on both the roaster and the green teams was a little thin, and youngsters of the neighborhood happily volunteered to plug the gaps. Some of the coffee men felt their years a little more heavily as they tried to keep up with the polished ballplaying of their youthful volunteers.

The a.m. game ended up with the roasters beating the greens 11-7.

By the time the afternoon rolled

around, the manpower situation was sounder, and coffee men only made up the teams. The youngsters twirled their gloves on the sidelines and made acid, and often well-deserved, comments.

The greens came back with blood in their eyes and managed to even out the day by beating the roasters 9-8.

By and large, the games were played with far better skill than the coffee convention average.

So confident, in fact, were the New York ballplayers that some of them suggested the annual national convention softball game be shifted from a roast vs. green basis to a regional one.

"Bring on Chicago New Orleans, the West Coast!" challenged one New Yorker. "We'll lick them all!"

There's the challenge, duly reported, for whatever anyone wants to make of it.

Prizes were handled differently this year than at the previous outings. Instead of soliciting donations, the committee selected the awards, financing them out of the proceeds of the event. It ended up without red ink, from what we hear.

The general opinion was that, an excellent job of prize selection had been done. Awards ranged from G. E. clock radios and Jones Kroflite Woods to Schick razors and ice jugs.

In addition to the awards to golf winners, 12 door prizes were also presented.

Handling the overall arrangements for the outing were R. B. Sasscen, Durand Fletcher, James P. Norton, J. M. Sullivan, Ed Washa, Fred Kohn and Jerry Neuman.

Chicago

By JOE ESLER

■ ■ C. F. Sauer Co. will add three new spice lines to their output; parsley flakes, celery flakes and crushed red pepper.

■ ■ William W. Brady has been named director of sales and sales manager of the Grand Union Co. and will be located at the New York headquarters.

■ ■ Jewel Tea Co. has awarded service pins for thirty years of service to C. F. Jones, assistant branch manager at San Jose, Calif., and Charles

Nonemacher plant manager at Los Angeles.

■ ■ Chicago Coffee Club has transferred the annual golf tournament from the Elmhurst Country Club to the Medinah Country Club, the date August 27th. St. Louis golfers will come to compete for the intercity trophy.

■ ■ Woolson Spice Co. is introducing a new line of Steepolator coffee bags packed in 7 oz. Hazel-Atlas screw top glass containers under Golden Sun label.

■ ■ Lee, division of Consolidated Grocers Corp., is using a unit of six amber glow tumblers as premiums in the Kansas City territory.

■ ■ Gaylord Container Corp. has developed a Picnic Pac. A folding liner which quickly converts a regular solid fibre carrier case into a water tight picnic cooler. The insulation properties of solid fibre carrier makes possible cold storage of food and drinks for hours according to the Gaylord announcement.

■ ■ Owens-Illinois Glass Co. is building a new technical center in Toledo to consolidate all research work at a central location. Oscar G. Burch is vice president in charge of research and engineering.

■ ■ Woolson Spice Co. is now packing

(Continued on page 61)

New Orleans Notes

By W. McKENNON

■ ■ Funeral services for Theodore Brent, 79, New Orleans, transportation leader, were attended by numerous friends and acquaintances in the trade. Mr. Brent was chairman and former board president of the Mississippi Shipping Co. and former president of the International Trade Mart.

Among the honorary pall bearers were George Westfeldt, Jr., of Westfeldt Bros., and Fred White, of Stewart, Carnal & Co.

Mr. Brent was one of the organizers of the Mississippi Shipping Co. in 1918, as a board member. He later became secretary, then president in 1942.

He also helped organize the International House and was past president of that organization in a successful effort to stimulate trade with South America.

For his contribution toward improving inter-American relationships, Mr. Brent received the Thomas F. Cunningham trophy in 1948.

■ ■ L. J. Voelkel, Jr., president, and Henry F. Scherer, executive vice president of the Douglas Public Service Corp., attended the American Warehouseman's Association Convention in Washington, D. C., recently.

■ ■ Kent Satterlee, of Bright & Co., has returned from a business trip to Guatemala, Salvador and Honduras.

■ ■ Chris Mitchell, of the Oriental Coffee Co., Birmingham, Alabama, was a recent New Orleans visitor.

■ ■ Charles Newton, of the Newton Grocery Co., Dothan, Alabama, recently visited New Orleans on a business trip.

■ ■ W. W. Snyder, of Leon Israel's Chicago office, recently visited the New Orleans office on business.

■ ■ Murray Kavin, of the Continental Coffee Co., Birmingham, Alabama, was a recent visitor in New Orleans.

■ ■ G. T. Gernon, of Ruffner, McDowell & Burch, has returned from a business trip which took him through the southeastern territory and to Chicago. While there, he enjoyed golf and some baseball.

■ ■ J. E. Godoy, vice president of W. R. Grace & Co., New York City, is in town visiting the local office on his way to South America for an extensive trip.

■ ■ A. Jabour, of Jabour Exportadora e Importadora, Rio, accompanied by his nephew, Jorge Jabour Mauad, stopped in New Orleans for a brief visit, making his headquarters at the Otis McAllister offices, before continuing his trip to San Francisco, New York and Europe.

■ ■ Eddie Anderson, of Ruffner, McDowell & Burch, was out of town recently on a business trip through the Southwest territory.

■ ■ Ed Ganuchau, of J. Aron & Co., New Orleans, is away from the office on a trip to the interior in the interest of his firm.

■ ■ Floriano Santos, of Marcellino, Martins Filho & Cia Rio, was a recent business visitor in New Orleans where he made his headquarters at the offices of Lafaye & Arnaud.

■ ■ James S. Levy of J. Aron & Co., accompanied by his wife, is presently on vacation in Mexico City, and will spend some time there, as well as at other points of interest in Mexico.

■ ■ Albert Barrientos, of Westfeldt Bros., is receiving congratulations. He and the former Miss Jeanne Casadavan were married recently at St. Mathias.

■ ■ Leon Israel & Bros. have completed extensive remodeling and restoration of their original building at 300 Magazine Street, as well as the building adjoining.

■ ■ The name of Legendre Bros., Inc., has been changed to Legendre & Co., Inc.

St. Louis

By LEE H. NOLTE

"The 1953 golf season of the St. Louis Coffee Club opened with a bang at Norwood Country Club. The attendance was nearly 50, of which 22 played golf.

Tom Venker, of the General Grocer Co., won the blind bogey. Steve Apted, Jr., of Miss Hulling's Cafeterias, won the low gross score, and Ed. McCleery, of the Ferd. Dahlen Co., second low gross. As usual, everyone went home with a nice prize.

■ ■ Word has just arrived that the Chicago Coffee Club has accepted our invitation to come to St. Louis in September for the inter-city tournament. The trophy for this tournament is being donated by the Chicago Coffee Club. We are looking forward to having them with us.

Vancouver

By R. J. FRITH

■ ■ A. E. Beeby, who was British Columbia manager for the Salada Tea Co., of Canada, Ltd., now has the position of sales manager for all territories west of the Lakes. He will retain his offices in Vancouver.

■ ■ George E. Macomb, who until recent times was regional manager of Standard Brands' B.C. division at Vancouver, has left the Coast for Winnipeg, where he becomes Western Canadian Regional Manager for all Canadian territories from the head of the Lakes, to the Coast. He takes with him Frank Penrose, also of the Vancouver office. Mr. Penrose had been his assistant and continues with Mr. Macomb in that capacity.

■ ■ T. W. Marshall was appointed manager of the Thos. J. Lipton Co., Ltd., when that company set up its own offices at 325 Howe Street, Vancouver, a short while ago. Formerly the Lipton people merchandized their product in B.C. through World Brands Ltd.

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San Francisco Samplings

By MARK M. HALL

■ ■ Demand for coffee on the part of local roasters is still considered very slow, but some green men believe that the point is being reached where there will be more activity with prices working up. It is felt that grocers and wholesalers are just about out of the extra coffee they bought back in February and March in anticipation of public buying, which did not materialize.

At the time of the late flurry, in which coffee reached the hoped for historical high as expressed by Walter Granicher, the West Coast bought heavily of Centrals and Colombians. The East did not take the same position on Brazils. This local supply of Centrals and Colombians in a territory without the vast markets of the East brought about a differential of from 1/4 to 1/2 cents less in the West on spots, afloats or coffee for delivery.

There is some concern being shown on the street regarding devaluation of the cruzeiro. This may have some effect on buying by roasters.

The political events in Colombia seems to have had little influence on coffee prices in that country, though as a rule

green men look for a slight rise in prices when such things happen.

The relation in price of Brazils to Central Americans and Colombians has led, as indicated above, to big increases in the shipment of the milds this year over last.

■ ■ Mario Esquivel a partner of Aniceto Esquivel E. Hijos, of San Jose, Costa Rica, spent several weeks in San Francisco after his return from the P.C.C.A. convention. Prior to returning home, he gave a farewell luncheon in the Borgia Room of the St. Francis Hotel. Representative coffee and shipping men were present.

■ ■ Cid Stockler, of D. Stockler & Cia, Santos exporters, visited San Francisco with his wife and children. Another visitor was Jose Silveira of Malzoni & Cia, Santos. Both concerns are represented by Otis McAllister.

■ ■ Ed Johnson Sr. with Mrs. Johnson, made a leisurely trip to Brazil on the Moore-McCormack liner Brazil. This time it was more for rest and pleasure than business.

■ ■ Walter Granicher's boy, John, a graduate of West Point, has just returned from a year's duty in Korea. An Army engineer, he was in charge of

road and construction work.

■ ■ While father Johnson is in Brazil, Ed, Jr., is in the Northwest, rustling for business, and Bob Powell and his wife are trying out some of their fluent Spanish on the Mexicans.

■ ■ Frank Frelleson of B. C. Ireland, attended the American Spice Trade Association convention at Bedford Springs, Pa. It is a beautiful spot, and according to Frank the convention was very successful. Another visitor from San Francisco was Ralph Stern of McClintock-Stern Co., Inc.

■ ■ The Western States Tea Association met in the Borgia Room of the St. Francis Hotel to hear Charles F. Hutchinson, retired U. S. Supervising Tea Examiner, outline some of his experiences in talks before groups throughout the country to promote proper brewing of tea. His traveling expenses are being paid by the Tea Council. He would not accept any other money for his work.

■ ■ This is a reminder that the W.S.T.A. picnic is set for August 30th at San Mateo Memorial Park. The same chef who barbecued the delicious steaks last year will be there—along with Ed Spillane on one of his thoroughbred horses.

■ ■ Gloria Pellas, daughter of the late S. F. Pellas, of San Francisco, was married to Tom Barton, Jr., at Old St. Mary's Church. The bride went to school in this city and attended U.C.L.A. The groom is a graduate of the Univer-



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sity of Nevada, and is now employed by the Columbia Steel Co.

F. Alfred Pellas, president of the Nicaraguan Sugar Estate, Ltd., Managua, Nicaragua, was in San Francisco for the wedding of his cousin, Gloria. Besides his sugar interests Mr. Pellas is a coffee grower, and also represents General Motors, Goodyear Tires and other American firms.

■ ■ The post-convention meet of the San Francisco Coffee Club was held at the Orinda Country Club. Dinner was followed by some local talent and the usual games of chance.

■ ■ Lloyd Thomas, of the S. F. Pellas Co., with Mrs. Thomas and their two children, flew to Honolulu and returned on the Lurline after having spent a few delightful weeks in the islands.

■ ■ Ed Spillane, of the G. S. Haly Co., accompanied E. T. C. Holmes, of Balmer Lawrie & Co., Ltd., in a visit to Los Angeles, where they called on the trade.

■ ■ Stanley Evans, of the Harbor Commission for the Port of San Francisco, reports that coffee imports for May, in tons, totaled 16,639 and in April were 23,109—as against 11,335 in May, 1952, and 15,843 in April, 1952. The Total for the first five months of this year is 78,206, as against 67,760 in 1952.

■ ■ Bill Morton was a visitor in San Francisco last month. There is a story told by one of the local green coffee men that Bill had to leave Tuesday night during the recent P.C.C.A. Convention. He had only three minutes to board the plane but seemed to be in need of some refreshments, so he dropped in at the establishment for that purpose at the field. Other coffee men were there. Suddenly he noticed the plane crew was pulling up the gangplank. Bill made a terrific run for his plane, pulled down the gangplank and boarded in the face of the protesting crew. Never before in the history of aviation has such a thing been done.

■ ■ K. C. Tripp, of Moore-McCormack Lines, formerly general manager for the Pacific Coast, is now vice president in charge of activities of the company in South America. He will be located in Rio, and has moved his family to that city. The office in Rio is one of their important ones, for it is from that point that all their Latin American companies are coordinated.

■ ■ Miller M. Riddle recently attended a mid-year divisional managers meeting of Thomas Lipton, Inc., at the Edgewater Beach Hotel, Chicago. Carl I. Wood, executive vice president and general manager, and M. A. Reilly vice president in charge of sales, were there, the latter presiding. Mr. Reilly later came to San Francisco, where he spent some time.

■ ■ Charlie Nonenmacher, of the Jewel Tea, Los Angeles and Lee Elliot, of the Defiance Tea and Coffee Co., attended the meeting of the board of directors of P.C.C.A. in San Francisco.

■ ■ Here's how Jack Hornung, of the Weldon H. Emigh Co., Inc., chairman of the golf tournament at the P.C.C.A. con-

vention, summed up that end of the event:

"Longshot Tom Williams came through in fine style to win the Tournament Cup and a set of left-handed irons. Our president, purse strings McGranicher, originator of the austerity program, arranged a splendid discount on the left handers but unfortunately there were no southpaw golfers in the tournament, a fact that was overlooked in the excitement of the special discount enticement. (For the record, Tom decided to continue playing the game right-handed and had the privilege of exchanging the clubs).

"With the exception of the winner and another longshot, Carl Lincoln, favorites generally were in the lead in spite of numerous water hazards. Ed Manning, Jr., and Gene Heathcote tied for second in a nose-to-nose finish, while Earl Lingle and Ced Sheerer were both money players. Jim DeArmond, low handicap player, repeated his low gross win of last year and at the same time bettered his game by one stroke, a rare feat, everything considered.

"Bill Rowe Sr., came through to uphold his record of being a steady money player, winning the hole-in-one contest with a neat five feet four inches from the pin at 150 yards.

"Oz Granicher kept the President's Prize in the family by winning the Blind Bogie. Officials are still trying to determine just how Walter figured the result of this contest. No left-handed caddy carts were available.

"To round out a very successful tournament, Jack Schimelpfenig sank a beautiful nine iron shot on the sixth hole, to join the select few hole-in-ones. Congratulations, Jack, and thanks for the champagne!"

Southern California

By VICTOR J. CAIN

■ ■ Breakfast Club Coffee, Inc., announced through its president, Andrew S. Moseley, the purchase of the City Coffee Co. from H. F. (Joe) Magie. The deal involved all routes, restaurant equipment, trucks and goodwill of the firm. This business is being combined with that of the Mission Coffee Co., which is situated on Pico Boulevard. Joe Magie will continue with the new combine, together with many of his former personnel.

■ ■ Bill Morton, president of the firm W. J. Morton, Inc., recently made a trip to San Francisco. While there, he made his headquarters at the office of E. A. Johnson & Co.

■ ■ E. J. Spillane, owner of the G. S. Haly Co., tea importers with offices in San Francisco, recently made a trip to Los Angeles to call on the trade. Accompanying Ed was E. T. C. Holmes, of Balmer Lawrie & Co., Ltd., Calcutta. Mr. Holmes was quite impressed with our Southern California climate and our fair city of Los Angeles as a whole. Upon completion of the trip, Mr. Holmes was leaving by plane for New York and from there for London for a brief holiday

before returning to his home in India.

■ ■ Another great Pacific Coast Coffee Association convention has come and gone. As usual, it was a great pleasure to see all our friends from San Francisco, Oakland, Seattle, Portland and Vancouver. There was the renewal of such golfing foursomes as Bill Morton, "Curley" Mooney, Beck Rowe and Norm Johnson.

The tournament was won by Tom Williams, of Otis, McAllister, with a score of 70 net, and Ed Manning of Manning's, Inc., placed second with a net of 73. Gene Heathcote of S. F. Pellas, Carl Lincoln of Otis, McAllister's Seattle office, and Earl Lingle of the Lingle Bros. Coffee Co., were running third, fourth, and fifth respectively.

■ ■ The Los Angeles Coffee Club held a cocktail and dinner party at the Huntington Hotel, Pasadena. Cocktails were served in the Ship Room, and the group later adjourned to the outdoor patio for dinner. The weatherman was his usual self and provided a delightfully cool evening, even to the point of a moonlight setting. The affair was well attended, with Mr. and Mrs. Ted R. Lingle, Mr. and Mrs. Andrew S. Moseley, Mrs. H. O. Knecht, Mr. and Mrs. Jack McCue, Mr. Edward Appfel, Mr. and Mrs. William Waldschmidt, Mr. and Mrs. Herman Landon, Mr. and Mrs. George Smith, Mr. and Mrs. Walter Dunne, Mr. and Mrs. Bob Ruth, Mr. and Mrs. Laurie Moseley, Mr. and Mrs. Earl Lingle, Mr. and Mrs. Richard Moseley, Mr. Charles Nonenmacher and the Victor Cain's.

■ ■ Mr. and Mrs. William A. White, of the Huggins-Young Coffee Co., made a cross-country trip via plane to the East Coast. While there they visited New York and Washington, D. C., by automobile, taking in all the points of interest, historical and otherwise. Bill returned home feeling well rested and ready again for the ardors of the coffee business.

■ ■ Bill Waldschmidt, of Otis, McAllister, had an attack of lumbago which was quite painful. However, Bill's determination enabled him to make his usual rounds of the coffee trade.

■ ■ The Southern California Roasters Association held an election of officers for the year 1953-54. Andrew S. Moseley, of Breakfast Club Coffee, Inc., was named president; Roy Farmer, of the Farmer Bros. Co., vice president; Earl Lingle, of the Lingle Bros. Coffee Co., treasurer, and Elwood Bowles, secretary.

Chicago

(Continued from page 58)

instant coffee for the Clover Farm stores in 2 and 6 oz. packages.

■ ■ The Clover Farm stores exposition at the Palmer House had two exhibits from the Woolson Spice Co.; one devoted to coffee, the other to teas and spices under Clover Farm labels. N. L. Schmid, president, was assisted by W. L. McMillan, John Barron, Frank Wood, Verne Kalmbach, and Jack George.

Producers withdraw coumarin from food uses, FDA announces; alcohol tax ruling issued

The Food and Drug Administration announced recently that it had been informed by producers of coumarin that they are voluntarily withdrawing this flavoring agent from sale for all uses in foods.

Recent pharmacological research raised a question of the safety of coumarin, particularly in view of the increasing use of this material, FDA stated.

Withholding coumarin is regarded as a precaution in the interest of public safety, even though neither the industry nor FDA knows of any case of human illness traceable to the flavoring agent, it was pointed out. FDA commended the members of the chemical industry for their action in the public interest.

"Animal studies indicate the desirability of removing coumarin from foods promptly, but do not dictate the recall of outstanding stocks of foods flavored with material," FDA subsequently advised its district offices.

FDA later clarified its position to include coumarin from tonka beans.

"Studies on the toxicity of coumarin leads to the conclusion that it should not be used in food," FDA said. "There is no reason for assuming that coumarin from tonka beans or other vegetable sources acts differently on the animal body. We believe that tonka bean extract should not be used as an ingredient in foods."

A bulletin was issued by the Alcohol Tax Unit of the Treasury Department to users of coumarin in which non-beverage ethyl alcohol is withdrawn for use in flavoring products and other food articles.

"Manufacturers using coumarin in food products manufactured with nonbeverage alcohol should submit revised formulas for approval," the Alcohol Tax Unit advised. "Where it is proposed to use ethyl vanillin in the place of coumarin, manufacturers should be advised that his office holds ethyle vanillin to have approximately 85 per cent the flavoring strength of coumarin."

E. H. Sennhauser forms own company

E. H. Sennhauser, widely known in the spice industry, has formed a company under his own name to do a brokerage business in spices, essential oils and rubber.

Mr. Sennhauser was associated for many years with Volkhart Brothers, Inc., as head of the spice department.

Prominent in American Spice Trade Association activities, Mr. Sennhauser has on various occasions visited the main spice producing areas of the world.

Mr. Sennhauser's offices are located at 60 Beaver Street, New York City.

His many friends in this country and abroad wish him the best of luck in his new venture.

Schutz-O'Neill names new representatives

The Schutz-O'Neill Co., Minneapolis, manufacturers of spice pulverizers and a complete line of collecting and classifying equipment, has announced the appointment of L. A. Faunce, Detroit, as sales engineer for Michigan.

Distribution of the Schutz-O'Neill line in Canada will be handled by Upton, Bradeen & James, Ltd., Toronto.

Estimate India's 1952-53 black pepper crop at 21,625 tons

The all-India final estimate of black pepper for 1952-53, puts the current year's area and production at 203,106 acres and 21,625 tons, against revised estimates of 201,945 acres and 22,965 tons for last year.

This shows an increase of 1,161 acres, or 0.6 per cent, in area and a decline of 1,340 tons, or 5.8 per cent, in production.

Madras and Travancore-Cochin are the main black pepper producing states in the country. During 1952-53, Madras reported an increase both in area and production, while Travancore-Cochin showed a decline in both, owing to unfavorable weather.

Fritzsche Brothers elects new officers

Fritzsche Brothers, Inc., 81-year-old essential oil and chemical firm, has announced the election of Frederick H. Leonhardt, former president, to the newly created office of chairman of the board.

Mr. Leonhardt, who is in his 60th year of service with the company, joined the firm in 1894 and became its president in 1934.

John H. Montgomery, first vice president, is Mr. Leonhardt's successor to the presidency. He came to Fritzsche in 1925 after previous wide executive experience in the essential oil and chemical fields.

Other officers elected at the same time include: H. Paul Wesemann, first vice president; John L. Cassullo, treasurer; D. A. Neary, secretary; Ernest S. Guenther, second vice president; Fred. H. Leonhardt, Jr., third vice president; Joseph A. Huisking, fourth vice president; G. A. Wohlfort, assistant treasurer; Arthur Hemminger, assistant secretary, and Ellis Merkl, comptroller.

French trade may now reexport Colonial coffees

French coffee traders may now re-export colonial coffee imported into France.

Reexport will be permitted to the dollar area and most E.P.U. countries, but only against the import of Brazilian coffee of the same quantity and of approximately the same value.

Import licenses for Brazilian coffee will, however, also be granted to firms who do not export colonial coffee.

FEMA weighs government moves

(Continued from page 55)

tion and world politics, as well as demand," he declared. He outlined conditions and prices on many oils and aromatic chemicals, reviewing details previously reported (*COFFEE & TEA INDUSTRIES*, April, 1953) in an article by Mr. Reis.

Social activities at the convention included a golf tournament at the Atlantic City Country Club, a boat ride on the Atlantic Ocean, and the annual president's reception. Each lady in attendance was given a box of imported handkerchiefs.

W. H. Hottinger, Chicago, was elected president of the association at the convention's final session. Edward N. Heinz, Chicago, was elected vice president and L. P. Symmes, Springfield, Mass., was named secretary.

The outgoing president replaced by Mr. Hottinger was W. Gordon Grant, Jr., of Atlanta.

coffee drinking in the U.S. is at an all-time high

(Continued from page 29)

periods, only 0.01 of a cup was instant, and during luncheon 0.03 cups per person was instant. During the afternoon again, 0.01 cup was instant coffee.

At dinner, 0.05 of a cup, or 11 per cent, was instant coffee, and after dinner 0.02 of a cup was instant coffee. I think on the basis of this information that instant coffee is not doing quite the supplementary job that was expected of it. Instead, it looks to me as though the convenience factor of instant coffee is appealing more and more at the breakfast time when people are in a rush to catch a train to get to work, and don't want to take the trouble or the pains to brew regular coffee.

To summarize, I think the most significant development of our coffee break program is the fact, first, that there was a 19½ per cent increase in between-meal coffee drinking, as against a 1.6 per cent increase in coffee drinking at meals.

In terms of cups, this is only a 0.12 of a cup per person per day. That figure in itself sounds insignificant, but when you multiply 0.12 of a cup per person per day by the 107,000,000 people who are in the age group of eight years and over, that means 12,840,000 cups of coffee a day. That in turn means 321,000 pounds of roasted coffee per day, 382,000 pounds of green coffee per day, 2,888 bags of coffee per day, 86,600 bags per month, or 1,039,000 bags of coffee per year from just that increase of 0.12 cup per person per day.

I think this coffee break selling idea is worth more millions of dollars to the industry than ever can be estimated. It not only is selling coffee, but has become part of the language, and that is something I think our friendly competitors in the other segments of the beverage business would give their eyeteeth for: something that could become naturally a part of the everyday life of the entire country.

If you do, I believe it is not only going to do you a great deal of good individually, but it certainly is going to do the industry, of which you are such an important part, immeasurable good.

PCCA sees era of coffee expansion

(Continued from page 13)

the supervision of several roasters and green men. Roy Farmer did some consistent pitching for the roasters and his share of the running. George Moran played outfield. Neil Hopping caught, made two runs in the third inning, one with a homer. Norm Montano caught for the greens and Staciviosky pitched for them. Carl Corey seemed to have hard luck on first; maybe he was thinking too much of golf. Henry Schmidt brought in three men on base with a wallop into right field. Beck Rowe played a good game in left field. Doug Wood was all over the place, no doubt looking for subject matter for his cartoons.

Golf was under the chairmanship of J. H. Hornung, with J. Schimelpfenig, William Seeley and Walter Emmerling assisting. The game was played Wednesday but a golf sweepstakes rally was held Tuesday evening. Jack Hornung announced certain changes in the rules. A deviation from

the historical Calcutta Pool was announced; ticket sellers had been busy selling chances on favorites. Ed Johnson, Sr., sparked the sale of tickets until a late hour.

The total chances sold amounted to \$1,652. Many more individuals participated than is usually the case, because of the nominal cost of one dollar per chance. Ninety chances paid off. Most of the ticket sales were made on golf favorites but the handicaps decided the winners.

The golf winners were: Tom Williams, handicap 30, low net 70, 50 percent; Gene Heathcote, handicap 21, low net, 25 percent; Ed Manning, Jr., handicap 14, low net 73, 25 percent. Five chances on Tom Williams returned \$168.80 each for the lucky holders.

Members of the committee included Robert C. Powell, chairman, Harold King, Elmer Briggs, Joseph G. Hooper, Jr., W. Niche'mann, C. G. Eppinger and Earl R. Lingle.

Wednesday evening, following the golf tournament, coffee men gathered for cocktails, then the dinner, with a wind-up of entertainment. Ed Johnson was successful in gathering together an array of professional talent which kept everybody absorbed until the convention was officially over.

the Dannemiller story

(Continued from page 38)

Edward I. at the top level, are Vice President Robert B. Sasscen, who handles green coffee buying and Metropolitan sales; Vice President H. W. (Chester) Chapman, Jr., in charge of overall sales in all other areas; Edward F. Dannemiller, corporation secretary; and Thomas E. Greenwood, treasurer.

Dannemiller may be chalking off its 75th year. But in this case it's clearly 75 years young, not old. In awareness of new developments in coffee and tea, in ability to measure trends from past experience and come up with progressive answers, the company is way out front with the leaders.

For example, Dannemiller didn't either turn its back on, or go overboard about, a relatively recent development, coffee bags for brewing in the cup. The firm is supplying Steepolator coffee bags under private label. Volume on this item, Dannemiller reports, is quite steady and favorable.

Or consider instant coffee, which is taking on a new status with its vast expansion in recent years. Dannemiller is supplying this product, too, under private label.

It is this kind of responsiveness to product trends, to merchandising developments, to equipment advances which makes continued growth for the Dannemiller Coffee Co., in the next three-quarters of a century, a pretty safe bet.

simplifying tea package sizes

(Continued from page 50)

Thus, the packs of tea rightfully should include only the following sizes:

Package tea sizes: ¼ pound and ½ pound.

Tea bag and tea ball sizes: 16 count, 48 count and 100 count.

No group of businessmen can legally act together on industry projects without fear of breaking Federal Trade Commission regulations, particularly with respect to restraint of trade. However, the advantages of such a simplification program to the trade should be sufficient to warrant individual action by the respective packers.

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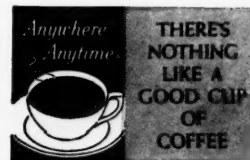
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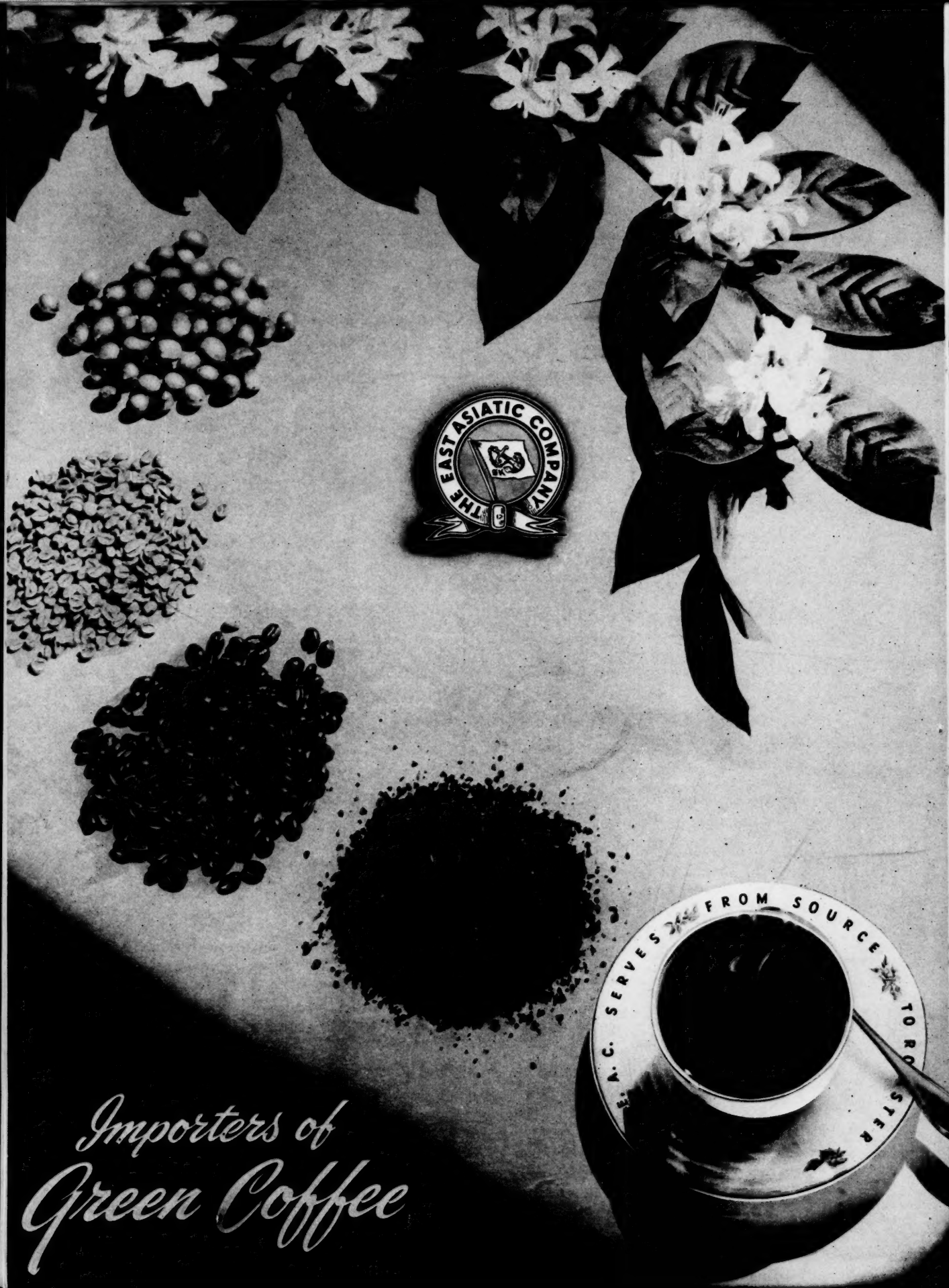
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